



Minnesota Lamb & Wool  
Producers Association

# Shepherds' Bulletin

Winter 2005

## MLWPA Officers

President – Bob Padula (320) 269-7973  
1st VP - Jeremy Geske (952) 758-7938  
2nd VP – Todd Schmidt (507) 377-1045  
Treasurer - Jean Stark (320) 251-4237  
Secretary - Sherry Stirling (651) 257-0827

## MLWPA Regional Directors

North East – Warner Johnson (651) 257-0827  
North West – Charles Stark (320) 251-4237  
West Central – Mike Haubrich (320) 826-2526  
South West - Doug Mathias (507) 376-9665  
South East - Robin Schmidt (507) 377-1045  
Metro - Patricia Anderson (952) 447-4148

## Satellite Association Contacts

### *Cannon Valley Sheep Producers*

Karen Geske (952) 758-7938

### *Crow River Lamb & Wool Producers*

George Mead (763) 682-4626

### *Des Moines Valley Lamb & Wool*

Gene Holmquist (507) 853-4409

### *Minnesota Hampshire Association*

Jim Hickman (763) 682-3519

### *Minnesota Suffolk Sheep Association*

Jere Rambow (320) 693-8367

### *South East Minnesota Sheep Producers*

Todd Schmidt (507) 377-1045

### *Upper Midwest Dynamic Dorsets*

Deric Sievert (507) 834-6851

### *West Central Sheep Producers*

Judy Johnston (320) 589-1243

### *Country Meadow Farms Cooperative*

Charles Christians (651) 633-7598

## MLWPA Web Address:

[www.mlwp.org](http://www.mlwp.org)

## President's Notes - Bob Padula

I'd like to thank everyone for the re-election of the board of directors for the MLWPA. I appreciate the vote of confidence you gave all of us. As volunteer leaders, our job is to represent the sheep industry in Minnesota, and it's something we all enjoy.

**Your vote YES in support of the Lamb Checkoff is very important for the entire sheep industry.**

February 2005 is when sheep producers across the United States will determine the fate of the Lamb Promotion, Research and Information Order, more commonly known as the American Lamb Checkoff.

The American Lamb Board is totally new and completely different and separate from the old boards and organizations. Producers, lamb feeders and packers are all on the board creating and designing programs benefiting the entire industry.

I hear some concerns about lamb not being available in the local grocery stores in rural areas and that we do not hear or see the promotions. We know the benefits of lamb, we tell our neighbors, family and friends all the time - they hear it. Does local promotion simply make us feel good to hear ourselves promote lamb or does it increase consumption? The industry is using the checkoff funds to promote our lamb to the people that don't know us and we don't reach. We shouldn't have to convince ourselves to eat lamb.

Recent history shows what happens when the USA does not promote lamb. Australian and New Zealand lamb flood our markets with cheap lamb and take away market share. And they do not promote lamb "generically" – it is Country of Origin specific promotion designed for them.

**If we don't promote our own product, who will?**

## *Lambing Time Management: Pipestone Short course and Bus Tour*

The Pipestone, Minnesota area has long been known for its outstanding sheep operations and innovative management concepts and systems. The successful practices these producers use will be shared at the 30<sup>th</sup> annual Lambing Time Short course and Bus Tour on Friday and Saturday, February 4 and 5, 2005, starting at 6:30 pm on Friday at Minnesota West Community and Technical College, Pipestone, MN.

According to Mike Caskey, who is the coordinator of the Pipestone Lamb and Wool Program, “We are entering an era of change for the sheep industry in the United States with today’s input costs rising, profit in the sheep industry is directly related to how well we achieve key production goals.”

“Our goals focus on producing and marketing a high lambing percentage while keeping the cost of production as low as possible. All this must be accomplished with the least possible labor input. The kind of job we do prior to, during and after lambing will greatly affect lamb losses, pounds of lamb marketed and input costs.”

Caskey tackles the topic, “Challenges of Today’s Sheep Industry”. He will also provide information on “Managing for Top Lamb Performance” and “Reducing Lambing Time Labor”.

Pipestone is also known for outstanding sheep veterinarians, two of whom will provide information during the short course. Dr. J. D. Bobb and Dr. Larry Goetz, who both grew up on sheep farms, will discuss, “Handling Common Problems With Ewes At Lambing”; “Treating The Leading Killers Of Lambs”, “Developing a Flock Preventative Health Program”.

A producer panel will discuss “Caring For and Managing Baby Lambs to Increase Lamb Survival”. The panel members will be Pipestone area sheep producers Jan Anderson, Karla Gundermann, and Lila Schmidt. These producers do an excellent job of managing newborn lambs and have the highest survival rates in the region.

In the afternoon participants will tour the Gail and Gary Boeve farm, one of the top area sheep operations. This tour stop will be a commercial ewe operation that employs a multiple lambing period system and uses progressive sheep management practices.

According to Caskey, the purpose of this Short course and Bus Tour is to help producers recognize and effectively deal with common lambing time problems. The sessions provide the opportunity to learn from nationally recognized sheep experts and sheep producers who will share modern lambing time management practices and the tour to an outstanding sheep farm will provide an opportunity for producers to see a state of the art lambing facility and sheep operation.

For more information on the Short course and Bus Tour, contact the Pipestone Lamb and Wool Program at Minnesota West Community and Technical College; PO Box 250; Pipestone, MN 56164 or phone (800)658-2330 or (507)825-6806.

**WANTED:** Fall/early winter born medication free feeder lambs/meat type goats  
Call Joe Austin @ Wykoff, MN 507-352-4441.

## *Letter to the Editor*

Dear Editor:

I would like to remind all sheep producers of the importance of voting “Yes” this February in the American Lamb Referendum. We only have this one shot at approving an American lamb program to fight for our fair share of the nation’s meat counter. We need to make it count. There seems to be good support for a check-off from feeders and producers of all sizes; however, every vote is important! If you can visit the county FSA to sign up for a ewe lamb payment or a wool-LDP you can make the time to go the office this February and vote yes.

*Jeremy Geske*  
*MLWPA 1<sup>st</sup> Vice-President*

## **2005 NLFA Leadership School in Ohio**

The 2005 Howard Wyman Sheep Industry Leadership School will be held July 10-14, in Columbus, Ohio, at The Ohio State University under the direction of Roger High, Ohio Sheep Extension Associate and Dr. Henry Zerby, Extension Meats Specialist. This is the first time the Leadership School has been held in Ohio.

The primary reason for selecting the Ohio location was the opportunity to combine the leadership school format with the Live Lamb & Carcass Evaluation Short course “LAMB 509” developed by The Ohio State University, the Ohio Sheep & Wool Program, and the Ohio Sheep Improvement Association. The 2005 Leadership School program will encompass this 3-day short course aimed at understanding and addressing the factors that produce consistent, high-quality lamb from farm to retail level. The Ohio location also offers the opportunity to tour some very successful and diverse sheep operations and to gain an understanding of how sheep are produced in the Corn Belt area of the U.S. and what types of markets are available for producers in the eastern United States.

The 2005 Leadership School offers a truly unique learning opportunity, which is expected to result in a record number of applicants. Cost of the program is \$100, due at the time the applicant is accepted and notified. Each participant is responsible for their own travel to and from Ohio; the expenses for lodging, meals, and tours are covered by NLFA.

Written applications must be received in the NLFA office by June 1, 2005. Application forms are currently available through the NLFA web site: [www.nlfa-sheep.org](http://www.nlfa-sheep.org) or by calling the NLFA office in Salem, OR: (503) 370-7024.

### ***WANTED: Minnesota Lambassadors***

The MLWPA, American Lamb Board and Country Meadows Lamb Cooperative are looking for young adults interested in learning about and promoting the lamb industry in Minnesota.

Contact: Dr. Charles Christians (651) 633-7598 for more information and details.

**Indianhead Sheep Breeders Association Shepherd's Clinic and Annual Meeting  
Saturday, February 5, 2005**

**Wisconsin Indianhead Technical College Conference Center - Rice Lake, Wisconsin**

Registration 8:00 to 8:30

Pre-registered members: \$17.00

Pre-registered non-members: \$20.00

Youth \$12.00

Same day registration members: \$20.00

Same day registration non-members: \$25.00

Highlights of the all day clinic will include:

- Keynote speakers - Joe Rook, Michigan State University & Dave Thomas, University of Wisconsin
- Silent auction all day
- ISBA elections and awards
- Roast lamb and chicken lunch, refreshments, pizza for youth
- Many speakers on a wide variety of topics
- Trade show area
- Youth program with prizes

Topics include:

- Multi-cultural Marketing, Larry Jacoby
- Radio Frequency Identification Tags, Mike Bishop
- Ag Tourism, Ray Antoniewicz
- Selenium, Calcium, Copper, and Magnesium On Pasture and Off, Woody Lane
- Breeding Stock Selection, Dave Thomas
- Seed Stock, Janet McNally
- Direct Marketing of Lambs, Steve Pinnow
- Fall Lambing, Mike Bishop
- Rearing Lambs to Market Weight on Grass, Janet McNally
- Integrating a Grazing Program with Grass Growth, Joe Rook
- Dairy Sheep, Dave Thomas
- Predator Control, Janet McNally
- Mortality in Lambs, Overeating Disease, Scrapie, Etc., Joe Rook

Youth Program includes:

- "Getting Better Mileage Out of Your Sheep Project and Enjoying the Ride", Barbara Bishop
- Tools You Will Need For Your Sheep Project, Sue Rupnow
- Regional Livestock Events and Opportunities for Youth in Sheep Projects, Barbara Bishop
- Practical Experience That Every Shepherd Needs To Know, Randy Gottfredson
- Skillathon and Quiz Bowl, Barbara Bishop

Please call Greg Glunz at 715-268-6286 or Jeff Kieffer at 888-336-4223 with questions or directions. Discounted rooms available at Rice Lake Best Western. Registration form is attached. Hope to see you there!

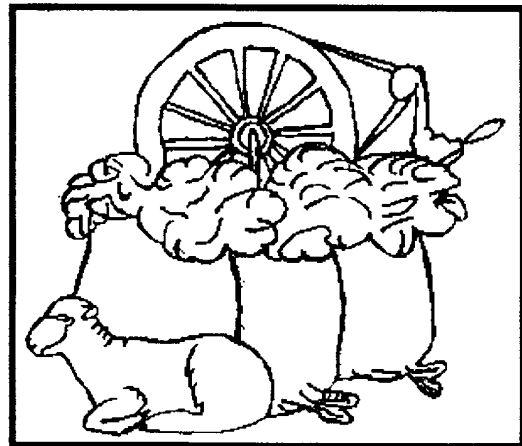
## Shepherds Harvest Sheep & Wool Festival

When: Mother's Day weekend May 7 & 8, 2005

Place: Washington County Fairgrounds  
Lake Elmo, Minnesota.

Classes, vendors, demonstrations,  
entertainment, fleece competition, stock dogs,  
food, and more.

<http://burroak.hypermart.net/festival.htm>





# Spring Sheep Workshop

**Saturday  
March 5  
9 a.m. – 3 p.m.  
New Prague  
City Hall**

**Sponsored by:**  
 MN Lamb & Wool Producers  
 MN Valley Co-op Supply,  
 Webster  
 B&B Vet Supply, Montgomery  
 Odenthal Meats, New Prague  
 U of MN Extension Service

## AGENDA

- 9:00 a.m. – Registration
  - 9:30 a.m. – How Mandatory Animal ID will Affect Sheep  
     Producers, *Dave Wiklund – Board of Animal Health*
  - 9:30 a.m. – Keeping 4-H Lambs Healthy\* – *Dr. Holly Neaton*
  - 10:15 a.m. – Parasite Control – *Dr. Holly Neaton*
  - 10:15 a.m. – Recordkeeping for Youth Sheep Projects\* –  
     *Jeremy Geske, Minnesota Farm Bureau*
  - 11:00 a.m. – Lambing Management – *Dale Carter, producer*
  - 11:00 a.m. – Managing Market Lambs\* – *Dave Resch,*  
     *Regional Extension Director*
  - 11:45 a.m. – Lunch
  - 1:15 p.m. – Fencing Options – *Dick Thompson, Zareba*
  - 1:15 p.m. – Feeding the 4-H Ewe\* – *Rex Quam, producer*
  - 2:00 p.m. – Marketing your Lamb & Wool – producer panel  
     – *Patty Anderson, Dale Carter & Bob Padula*
  - 3:00 p.m. – Adjourn
- \*Youth programs (youth may also attend adult programs)*

## Spring Sheep Workshop Registration Form

Name: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 e-mail: \_\_\_\_\_

4-H & FFA Youth  
 - pre-registered (@\$10) = \_\_\_\_\_  
 - at the door (@\$15) = \_\_\_\_\_

Adult MLWP members  
 - pre-registered (@\$15) = \_\_\_\_\_  
 - at the door (@\$20) = \_\_\_\_\_

Adult non-members  
 - pre-registered (@\$25) = \_\_\_\_\_  
 - at the door (@\$30) = \_\_\_\_\_

2005 MLWP dues (@\$35) = \_\_\_\_\_  
*If you have not paid your 2005 dues,  
 you can do so now and receive the  
 reduced registration rate!*

**Pre-registration deadline = Feb. 25**

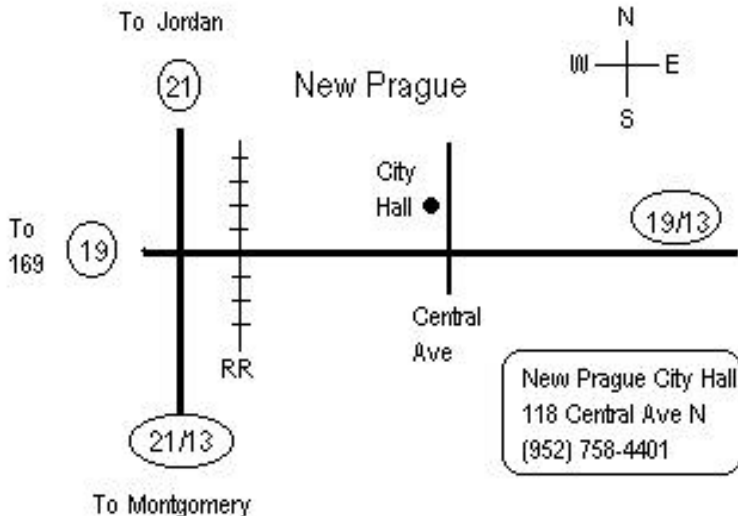
*Registration fee includes lunch & materials.*

Make checks payable to: **MLWP**  
 Send your check and completed  
 registration form to:

Jeremy Geske  
 1507 7<sup>th</sup> ST NE  
 New Prague, MN 56071

If you have any questions, contact  
 Jeremy at [geskesheep@aol.com](mailto:geskesheep@aol.com) or  
 (952) 758-7938.

You can also visit our web site:  
[www.mlwp.org](http://www.mlwp.org)



## 2004 MLWPA Annual Conference Highlights

If you missed the Annual Conference and Trade Show, you lost a great opportunity to learn from a dynamic array of speakers, network with other producers, and participate in the MLWPA annual meeting which provides direction for our organization. *Sheep Nutrition* was the theme for last year's conference held at the Best Western in Mankato.

Dr. Rodney Kott from Montana State University was one of a variety of speakers who covered topics ranging from *Grazing Management* to *Feeding Lambs for Maximum Gain*. One of the most popular sessions was *Cooking with Lamb* taught by Chef John Schumacher. Saturday's morning session included topics for youth and adults, and Dr. Cindy Wolf concluded the conference with a *Quality Assurance Certification* program.

For the first time, we were able to include the *Make it Yourself With Wool* contest as part of the MLWPA annual conference and trade show. Donna Geiser deserves a big thanks for doing a tremendous job coordinating this contest.

Dale Carter received the Silver Bell award in the purebred division. Shelina Sperry received the youth Silver Bell Award. Both recipients have exhibited a strong commitment to the sheep industry.

All of the 2004 officers and directors were re-elected to serve another term in their same positions. The 2005 budget was discussed and approved. The members passed resolutions supporting the development of a price-risk management tool for sheep producers, and enforcement of the Berry Amendment (which requires that wool garments purchased by the U.S. military be made from U.S. wool).

Thanks to Gene Holmquist for coordinating the trade show. Thanks to Mike Haubrich and auctioneer John Goelz for making the auction a huge success. Thanks to Todd and Robin Schmidt for taking charge of the registration table. And thanks to all the board members who pitched in when needed.

The 2005 MLWP annual conference will be held in Fergus Falls. If you have any suggestions for topics and/or speakers for future conferences, please contact Jeremy Geske at [geskesheep@aol.com](mailto:geskesheep@aol.com)

### **Membership to MLWPA has its benefits!**

- *Membership Directory*
- *Producer Education (annual conference, Spring Sheep Workshop, Shepherd's Harvest Festival)*
- *Quarterly Newsletter*
- *Discounted Prices at Sydell, Foremost, Livestock Concepts, and The Sheep Station*
- *Public Relations (Baa Booth, commercial booth)*
- *Supports Youth Programs (4-H, FFA, Lambassadors)*
- *Advertising on the MLWP web site (only \$25/year!)*
- *Legislative Activity*
- *Supports ASI - Lobbying*
- *Limiting Imports: Wool, Lamb & Replacement Fwe Payments, and much*

## Door prize Winners at the MLWPA Trade Show and conference

### Friday

MLWPA Pin	Chuck Stark
Interweave press	Mike Haubrich
Pipestone Book	Minnie Winkelman
Sheep! Subscription	Wayne Panning
T shirt	Doug Mathias
Bath salts	Connie Mobry Bathke
MLWPA Pin	LaVerne Doering
Baby Lamb Strength	Rose McGrath
Ranch Living Sub	Tanika Sperry
Candle	Gene Winkelman
Blanket	Vicki Schumaker
Feeder	Jan Anderson
Pillow	Aryls Panning

### Saturday

MLWPA Pin	Deb Rupp
Sheep Hood	Gary Hopp
Sheep! Subscription	Deb Craven Lust
Interweave Book	Julie Churness
St Peter Woolen Mills	Robin Schmidt
MLWPA Pin	Dianna Ukel
Mills Fleet Farm	Lois Forarty
Baby Lamb Strength	Dave Resch
Small Farm Sub	Joe McGrath
Jeffers Vet	Holly Neaton
Federated Elect. Timer	Bruce Hovland
MLWPA Pin	Dale Carter
Spotlight	Shirley Doering
Pipestone Book	Jane Killpack

## *Advertise your Flock or Business!*

Looking for new ways to meet other sheep producers and potential customers in Minnesota?

Consider advertising with the Minnesota Lamb and Wool Producers Association

Members in can advertise in the following ways:

2005 Membership Directory – Contact Jean Stark

MLWPA Web-site – Contact Jeremy Geske (*Only \$25/year!*)

An add in the Quarterly Newsletter – Contact Bob Padula

All dues paying members, Associate Members, Satellites Associations and Friends of the Industry are automatically listed in the membership directory and receive a copy. In order for the directory to be out in a timely manner, the cut off date for inclusion in the directory will be February 5, 2005.



# **Your Checkoff. Your Vote.**

## **AMERICAN LAMB BOARD**

Sheep producers, feeders and first handlers will decide whether to continue the Lamb Promotion, Research, and Information Order, more commonly known as the American Lamb Checkoff Program. The four-week voting period will begin on January 31, 2005 and end on February 28, 2005. The referendum will be conducted at local county USDA Farm Service Agency (FSA) offices. You can determine the location of your county FSA office by contacting the State FSA office, or through an online search of FSA's web site at [www.fsa.usda.gov/pas/default.asp](http://www.fsa.usda.gov/pas/default.asp).

Ballots (Form LS-86) may be requested in person, by fax or by mail, during the voting period, from the county FSA offices and via the Internet ([www.ams.usda.gov/lsg/mpb/rp-lamb.htm](http://www.ams.usda.gov/lsg/mpb/rp-lamb.htm)). Ballots must be returned in person, by fax or by mail to the county FSA office where their administrative farm records are maintained. Your vote is considered valid only when your completed and signed ballot, Form LS-86, accompanied by supporting documentation demonstrating your eligibility, is returned in person or by fax to the appropriate FSA office prior to the close of business on February 28, 2005. Ballots mailed must be postmarked no later than midnight on February 28, 2005 and must be received in the county FSA office by March 7, 2005.

Under the Lamb Checkoff Program, the term "lamb" is defined as "any ovine animal of any age, including ewes and rams."

The final referendum rules were issued by USDA on December 27, 2004. For more information on the referendum procedures, please refer to the following USDA web site: [www.ams.usda.gov/lsg/mpb/rp-lamb.htm](http://www.ams.usda.gov/lsg/mpb/rp-lamb.htm).

### ***The following are some common questions and answers that you may have about the referendum and the Lamb Checkoff Program.***

#### **WHY ARE WE HAVING THIS REFERENDUM?**

The Order provides that a referendum be conducted within 3 years after the program is launched to determine if the Lamb Checkoff Program should continue. The "delayed" referendum is designed to allow contributors to see programs funded with contributors' assessments and determine if the checkoff is working for them. For the program to continue, it must be approved by a majority of those persons voting who also represent a majority of the volume of lambs produced, fed or slaughtered. Both the number of persons voting and the volume of lambs voted must be a majority in favor of the Lamb Checkoff in order for it to continue. If the continuation of the Lamb Checkoff is not approved in the referendum, USDA will begin the process of terminating the program. The referendum vote does not affect the assessment rate.

#### **WHO CAN VOTE IN THE REFERENDUM?**

Anyone who was or is a lamb (sheep) producer, feeder or first handler or authorized representative engaged in the production, feeding, or slaughter of lambs during the period from January 1, 2004 through December 31, 2004 is eligible to vote in the referendum. Anyone voting must provide documentation that they were engaged in the production, feeding, or slaughtering of lambs from January 1, 2004 through December 31, 2004. Voting in the referendum is voluntary.



# Your Checkoff. Your Vote.

## AMERICAN LAMB BOARD

### WHAT DOES THE REFERENDUM BALLOT LOOK LIKE?

A sample of the proposed lamb referendum ballot, Form LS-86, is shown to the right. You will complete a ballot by voting "yes" if you wish to continue the Lamb Checkoff, or "no" if you do not wish to continue the Lamb Checkoff. You will also vote your volume, either as a producer, feeder or first handler.

#### Volume Voting for Producers and Seedstock Producers

Producers and seedstock producers will vote the total number of domestic lambs owned and produced during the 2004 calendar year.

#### Volume Voting for Feeders

Feeders will vote the total number of lambs owned and fed during the 2004 calendar year.

#### Volume Voting for First Handlers

First handlers will vote the total number of lambs slaughtered during the 2004 calendar year.

#### Voting Multiple Volumes

If you are:

- a producer and a feeder, or
- a producer and a first handler, or
- a feeder and a first handler, or
- if you engage in all three,

and you operate under a single organizational/legal structure, then you can vote the number of animals owned at each stage of production. Even if you vote more than one volume amount, you will still have only one "yes" or "no" vote, as a single organization, on continuing the Lamb Checkoff.

REPRODUCE LEGALLY. Include form number and date on all reproductions. FORM APPROVED - OMB NO. 0981-0027

UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

### LAMB PROMOTION, RESEARCH, AND INFORMATION ORDER REFERENDUM

*NOTE: For the purpose of this referendum, "Lamb" means ovine animals of any age, including ewes and rams.*

Please Complete Sections A, B, C, and D.

**Section A:**  
Do you favor the continuation of the Lamb Promotion, Research, and Information Order?  
Yes  No

**Section B: Type(s) of Production** Enter Number of Lambs

Producer/Seedstock -Total number of domestic lambs owned and produced during calendar year 2004	
Feeder -Total number of lambs owned and fed during calendar year 2004	
First Handler (Packer) -Total number of lambs slaughtered during calendar year 2004	
<b>Total</b>	

**Section C: Name and Address**

Name of person or Other Entity Represented: (Print)

Address: (Street, P.O. Box, or Route No.)

City: State: Zip Code:

**Section D: Certification Statement and Signature**

I HEREBY CERTIFY that I am a person, entity, group of individuals, partnership, corporation, association, cooperative or any other legal entity or authorized representative and have engaged in the production, feeding, or slaughtering of lambs responsive from January 1, 2004, through December 31, 2004. I am voting only once in the state capacity registered.

I FURTHER CERTIFY that the supporting documentation that I am providing along with this form and the volume of production voted is true, complete, and correct.

FAILURE TO PROVIDE supporting documentation showing that the person voting was engaged in the production, feeding, or slaughtering of lambs from January 1, 2004, through December 31, 2004, enter number of lambs, complete the ballot in its entirety, or provide a signature will invalidate this ballot.

Signature: \_\_\_\_\_  
Title: \_\_\_\_\_ Date: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor and a person is not required to provide information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0981-0027. This form approved by completing information collection is intended to minimize the burden on the public by reviewing information, searching existing data sources, gathering and maintaining the data needed to collect the information, and reviewing the collection of information. The U.S. Department of Agriculture is using portable information collection technology to reduce the burden on the public. Respondents should be aware that certain information may be required to complete this form. If you are unable to provide the information, please contact the U.S. Department of Agriculture, Agricultural Marketing Service, Sheep, Lamb and Goat Division, and a local extension office. USDA's Target Center at 302-720-2600. Send comments to 846-a, Complaint of Administration, 1415-0224, Clarks Summit, PA 18044. Office of the Paperwork Reduction Project Director, 1415-0224, Clarks Summit, PA 18044. Washington, DC 20250-4470. Use only 100% recycled paper and 100% recycled content of paper products. 15-86 (10-04)



# **Your Checkoff. Your Vote.**

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## **AMERICAN LAMB BOARD**

### **WHEN WILL THE RESULTS OF THIS REFERENDUM BE AVAILABLE?**

Results will likely be announced by the USDA about 60 days after the voting period ends.

### **WILL I RECEIVE MY REQUEST FOR REFUND?**

Refund requests from the American Lamb Board have been less than 5 percent of the total annual collections. These requests will be honored by the Board regardless of the outcome of this referendum. The Board will initiate payment of refund requests, or pay a pro rata share, within 90 days after the results of the referendum are announced. If continuation of the program is approved, future refund requests will not be included in the program.

### **WHY WAS THE LAMB CHECKOFF PROGRAM STARTED?**

All segments of the domestic industry, believing it was critical to increase demand for and expand the market share of American Lamb, requested that USDA create the Lamb Checkoff Program pursuant to the Commodity Promotion, Research and Information Act of 1996. A sheep industry task force, representing all industry segments, recommended to USDA that funds be collected from each segment: producers, feeders and first handlers.

### **WHEN DID ASSESSMENT COLLECTION BEGIN?**

Collection of assessments began on July 1, 2002. The annual budget for the American Lamb Board is approximately \$2.3 million. Administrative costs are limited to a maximum of 10 percent of collections in any fiscal year.

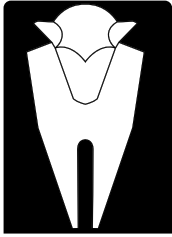
### **WHO DECIDES HOW ASSESSMENT FUNDS ARE SPENT?**

The 13-member Board is comprised of six producers, three packers or first handlers, three feeders and one seedstock producer. The Board, which administers the program, is appointed by the U.S. Secretary of Agriculture. The Board meets at least three times per year to establish goals and budgets for new programs and to evaluate the success of work completed. Board members serve voluntarily and are not paid for their time. Board policies are implemented by a three member staff in Denver, Colorado. USDA has oversight responsibilities of the program's administration and all activities funded with checkoff dollars must comply with the Act and the Order and be approved by USDA before any activity can begin.

### **WHAT ARE THE GOALS OF THE LAMB CHECKOFF PROGRAM?**

The Lamb Checkoff Program is designed to expand market share of American Lamb and foster an opportunity for prosperity for all its contributors by:

- Increasing demand by getting people to ask for American Lamb year-round.
- Branding American Lamb as the preferred choice in the marketplace.
- Differentiating American Lamb from competitors with “10,000 Miles Fresher” and “American Lamb from American Land” advertising campaigns.
- Minimizing volatility of seasonal product sales through targeted promotions.
- Promoting to encourage use of the whole lamb – using all cuts.
- Leveraging and expanding American Lamb Board resources through cooperative relationships with marketing partners.



# Howard Wyman Sheep Industry Leadership School



Sponsored by the National Lamb Feeders Association  
July 10-14, 2005 in Columbus, Ohio

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Students must be 20 years of age or older. Applications are due by **June 1, 2005**. Once accepted, each student will be required to pay a registration fee of \$100. Students are responsible for their own transportation to and from the school. The National Lamb Feeders Association will provide meals, lodging, supplies, and tour-related fees.

Please forward completed application to: NLFA, 1270 Chemeketa Street N.E., Salem, OR 97301-4145

*Note: Acceptance in the school grants NLFA permission to utilize photos taken during the school.*

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone (s): \_\_\_\_\_

Birthdate: \_\_\_\_\_

Education:

Please provide a reference:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Please provide a written response to the following questions:

1. **Experience** – Describe your involvement with sheep, lamb feeding, wool, or allied industry.
2. **Reason for applying for the school** – What you would like to learn from the school?

## Calendar of Events Year 2005

### Year 2005

January 26 - 29 ASI Annual Convention - Reno, NV

Jan 31 - Feb 28 VOTE YES for the Lamb Checkoff  
Vote at your local FSA office

February 4-5 Lambing Time Management  
Pipestone Short Course and Bus  
Tour  
(800) 658-2330 or (507) 825-6806

February 5 Indianhead Sheep Breeders  
Association  
Shepherd's Clinic and Annual Meeting  
Rice Lake, Wisconsin

March 5 Spring Sheep Workshop - New  
Prague  
Contact Jeremy Geske (952) 758-  
7938

May 7 & 8 Shepherd's Harvest Sheep & Wool  
Festival Washington County  
Fairgrounds  
Lake Elmo, MN

July National Targhee Show and Sale  
Hamilton, MT

Nov 18 - 19 2005 MLWPA Convention & Trade  
Show Fergus Falls, MN

#### Future Newsletter Schedule:

Dec/Jan Conference Highlights and Upcoming  
Legislative Issues

March/April Spring Issue

June/July State Fair Issue

Sept/Oct Conference and Trade Show

*MLWPA Newsletter*  
*1507 7th St NE*  
*New Prague, MN 56071*