



Overview of Ontario Goat Proposal for Marketing Board Status

After evaluation of the various needs of the industry, Ontario Goat would like pursue marketing board status under the Farm Products Marketing Act (FPMA). Below is a summary of the key components of the proposal.

Defined Product to be Marketed:

- Breeding stock- Any goats sold for reproductive purposes.
- Meat- All goats sold for to slaughter for the purpose of meat.
- Milk- All fluid goat milk sold

Definition of a Producer:

- A goat producer is actively engaged in the production of goats (meat, milk, fibre)
- There will be no exemptions granted

Governance:

- The board shall consist of nine directors, elected on rotating three year terms.
 - The composition of the board shall be:
 - 3 goat milk producers (licensed goat milk shippers)
 - 2 goat meat producers
 - 4 at-large
- From the at-large positions, directors will be elected from specific geographic zones (South West, South Central, East, etc.) and will be proportional to the total goat farms in that area. The at-large position will also include at least one director from the fibre sector.

Collection of Check Off fees:

- The proposed Ontario Goat marketing board would seek the authority to collect check-off fees on all goats sold in Ontario and all goat milk sold in Ontario
 - This would include all goats and/or goat milk sold by Ontario producers even if sent out of province or country. There is no intention to collect a check-off on fibre at this time.
- Producers, brokers, dealers, sales barns and processors would be required to become licensed (if purchasing directly from producers).
 - There would be no fee associated with this license.
- The marketing fee (check-off) would be collected by brokers, dealers, sales barns and processors and remitted to Ontario Goat.
 - Processors, brokers, dealers and sales barns would be required to remit a list of producer names, addresses and contact information to correspond to the deducted check-off.
- Fees would be based on:
 - Check-off for fluid goat milk is proposed to be \$0.0075/litre of milk sold
 - Approximately 30 million litres sold annually = \$225,000
 - Check-off on goats sold for meat is proposed to be \$2.50/head
 - Approximately 40,000 goats slaughtered annually = \$100,000
 - Any animal that is \$20 or less before commission and fees will be exempt from the check-off fee. (ie. buck kids sold in auction markets or sale barns).

Ontario Goat Strategic Plan Overview

Ontario Goat's Mission:

Ontario Goat, as a united producer organization proudly representing Ontario's meat, milk and fibre sectors, is dedicated to enhancing the goat industry through education, collaboration, innovation and strategic alliances.

Ontario Goat's Vision:

To represent Ontario's goat producers with a recognized organization focused on sustainable growth, industry development and profitability, in order for all sectors of the Ontario goat industry to reach their full potential.

Strategic Directions and Goals:

Lobbying & Government Relations

Goal: *To ensure the goat voice is heard in all levels of government through proactive, strategic and effective advocacy, relationships and communications.*

- With a very limited budget Ontario Goat has already been able to leverage \$2 million in government funding for goat projects
- Lobbying for an OMAFRA Goat Specialist
- Lobbying for an RMP program for goats
- "At the table" for a number of industry and government meetings
- Representation at OACC, CLGA, OFAC, OLPC, AAC

Research & Industry Development

Goal: *To develop programs, support projects and facilitate opportunities that address the viability and sustainability of goat production in Ontario*

- GoGen Genetic Improvement Pilot Project
- Non-Surgical Embryo Transfer Project (Funded by Farm Innovation Program)
- Development of a Goat Weekly Market Report
- Founding partner of the Center for Excellence in Goat Research and Innovation
- Supporting research with UofG to develop goat milk quality program
- Organizers of the International Goat Symposium

Consumer Marketing & Promotions

Goal: *To raise the level of awareness for Ontario produced goat milk, milk products and goat meat in order to increase demand and grow opportunities.*

- \$200,000 goat cheese campaign through Ontario Market Investment Fund and industry contributions
- Goat cheese website www.ontariogoatcheese.ca
- Sampled goat cheese at Queen's Park, Niagara Food and Wine Show, recipe development and food writer liaison

Communications

Goal: To develop and implement timely, proactive and relevant communications to our members and industry partners.

- This includes internal and external audiences
- The *Alliance* quarterly magazine
- Working with the RAWF to develop the Goat Education Center
- Developing resource materials about goat production for consumers
- Supporting goat shows through sponsorship
- Organizing Annual General Meeting and other producer workshops

Organizational Development

Goal: To ensure a responsive and responsible organization through governance and industry representation

- Ontario Goat has been proactively building the organizational infrastructure and capacity as an industry
- Facilitating information and communication with industry partners for the big picture
- Partnering with Ontario Veal and Ontario Rabbit as part of the Ontario Livestock Alliance to share in office, administrative and human resources.