



Canadian Organic Growers

Project #I-069

“Organic Sheep Production” – Final Project Report, January 2008

To: OSDP – Paddy Doherty

From: COG – Laura Telford, executive director and Kristine Swaren, project manager

Activities to date

Participants:

Dr Peter Stockdale, researcher & writer
Anne Macey, researcher & reviewer
Terri Giacomazzi, photographer & reviewer
Kristine Swaren, project manager
Famer interviewees
Laura Telford, COG oversight

Research:

1. We assessed all similar types of books to assure ourselves that we were not duplicating an existing publication.
2. Anne conducted a total of five in-depth interviews to develop the farm profiles. These include the Boettcher Farm (ON), Lilly and Rose Farm (SK), Ferme de la Colline (QC), Campbellton Farm (AB), Ravenstoft Farm (BC). Farmers were given the opportunity to read and revise their farm profiles prior to publication.
3. Anne went to the 1st IFOAM Conference on Livestock in Organic Production in Minneapolis Aug 23-25.
4. Peter did a literature review and collected the useful scientific papers on the topic. He consulted with colleagues in Canada and New Zealand for the latest research.

Writing and Production:

The book seemed to naturally fall into two quite separate sections. Part I contains the theory and science (written by Peter) and Part II consists of the farm profiles (written by Anne). Anne Macey worked closely with Peter to edit the first part and once we had a complete draft, the book was handed over to long time COG editor, Janet Wallace. Photos were provided by Peter and his colleagues, Anne, Terri, and the farmers profiled. Layout and design was completed by Jean-Michel Komarnicki of JMK Image-ination, who has worked on previous COG publications. Fund-raising, coordination, and promotion were the responsibility of the project manager.

The book is currently at the printers and we will send you several copies when we take delivery of the final product.

Funding & Financial Report:

Once we obtained funding from the Investment Agriculture Foundation of BC for a further six books, we decided to make *Living with Worms* the first book in the series. Eventually, we may expand the series beyond 7 titles as need and funding arises. The idea is that the books would all have a similar in-depth approach to a topic, layout and look. We devised a strategy for raising matching funds for the entire series, primarily focused on corporate sponsorship, although we did submit letters of interest to several foundations.

I have attached the final financial report that shows that we have fulfilled our matching funds obligations. For this book, we received financial support from the following organizations:

McLean Foundation
Island Natural Growers (COG)
Fraser Valley Steel & Wire

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Shepherds Dream North
Homestead Organics
Sheep Canada
Ewe Byte Sheep Management System
The Shepherd's Journal
Canadian Cooperative Wool Growers

Promotion:

We designed advertisements which were placed widely in targeted media in Canadian and US media. Our target group included organic and conventional sheep growers. We made the assumption that this target group receive much of their information about sheep growing from niche industry publications. We therefore targeted the primary sheep growing publications including Sheep Canada, Sheep Shape (SK), The Shepherd's Journal, Sheep!, and the Banner Sheep Magazine, as well as the annual catalogue from Canadian Cooperative Wool Growers. We also targeted several publications with broader audiences including Genesis, Small Farm Canada, Acres USA, The Canadian Organic Grower and Small Farmers Journal.

If the printed copy is available in time for the Guelph Organic Conference, COG will be profiling this publication at its trade show booth. The book will also be profiled at a COG booth at the Farm Machinery Conference in Toronto in February.

Press release targets include the media above, plus many others both conventional and organic, in Canada, the US and New Zealand (the latter because of Dr Stockdale's academic tenure in NZ). Contact information for many western media was provided by the Communications officer at IAF.

We will be developing a more comprehensive marketing plan for this publication and the entire series in early 2008.

Thank you for providing this funding to enable COG to develop this valuable resource that we believe to be an important first step in helping conventional growers to transition to organic sheep production.

Yours sincerely,

Laura Telford
Executive Director

