



For Immediate Release

Canadian Sheep Industry attends the World Sheep and Wool Congress

August 2, 2007: The Canadian Sheep industry demonstrates its commitment to growth and long-term viability by sending delegates from across the industry to attend the 8th World Sheep and Wool Congress in Queretaro, Mexico. In addition to exploring export opportunities, delegates brought back learnings from their sheep industry counterparts around the world.

“Having such a large number of Canadian delegates in Mexico is a demonstration not only of our enthusiasm for the Canadian Sheep industry, but also to the confidence we have in the quality of our products and our commitment to working together to achieve our potential” says Florence Henning, Chair of the CSF.

The Congress spanning seven days, included seminars, a sheep show and a trade show. The number of sheep producers in attendance was impressive, as was the profile of Mexican sheep producers who tend to be young, tech savvy and bilingual.

In attendance: The Canadian Sheep Breeders Association (CSBA), the Canadian Cooperative Wool Growers (CCWG), and the Canadian Sheep Federation (CSF), were joined by representatives from Ovigene Canada, the Canadian Sheep Exporters Group (CANSEG), the Canadian Livestock Genetics Association (CLGA) and the Canadian Dorper Sheep Association. Support for the Canadian booth was provided by the Canadian Agri-Food International Program.

The enthusiasm that the Canadian industry has for its products was infectious. The Canadian booth drew large crowds and resulted in potential opportunities for the CCWG.

“There appears to be an opportunity to sell products here in Mexico” says Eric Bjergso, General Manager of the CCWG. Mexican producers are looking for animal health product instruments and shearing equipment in particular and Bjergso went on to comment that the Wool Growers are now looking for an agent in Mexico to help sell their products. In addition, there is no organized form of marketing wool in Mexico and so there appears to be an opportunity for the CCWG to help them get organized.

Interest in Canadian products did not stop there. According to Murray Emke, Chair of the CSBA they were able to secure sales of semen and embryos they brought with them to Mexico. In addition, there is a possibility that some Mexican genetics will enter Canada as a result of Congress.

Emke went onto say that he felt that there is an excellent quality stock in Mexico and that Mexican producers would match Canadian producers in terms of nutrition and reproductive technology. “Mexican producers will be making major strides once they have the chance to access good quality genetics” he concluded.

Everyone at the Canadian booth was quick to express their thanks to Dr. Leticia Pfitscher, a veterinarian from Brazil who works with Ovigene Canada, and Laura Bernal, who were able to help with translation.



Left to right: Eric Bjergso (CCWG), Florence Henning (CSF), Luanne Brien (Canseg), Murray Emke (CSBA), Gary Brien (Canseg), Leticia Pfitscher (Ovigene Canada).



Representing Canada's Sheep Producers

The Canadian sheep industry has a long-standing reputation for quality and reliability both domestically and in international markets. Canada's sheep producers are represented at the

national level by four distinct organizations: The Canadian Livestock Genetics Association (CLGA), the Canadian Sheep Breeders' Association (CSBA), the Canadian Cooperative Wool Growers (CCWG) and the Canadian Sheep Federation (CSF). Each has a specific mandate, but together they share a common goal in supporting sheep producers in the long-term success and sustainability of the industry.

Canadian Livestock Genetics Association

The Canadian Livestock Genetics Association (CLGA) represents the market access and animal health interests of those involved in the sale, service and promotion of livestock genetics.

For more information, please contact CLGA at:

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Guelph, Ontario, Canada
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Tel.: (519) 821-5200
Fax: (416) 850-8213
e-mail: clga@clivegen.org / www.clivegen.org

Canadian Sheep Breeders' Association

The Canadian Sheep Breeders' Association (CSBA) is an organization of over 1000 breeders of purebred sheep across Canada, representing over 40 breeds of sheep. Its area of responsibility is around the rules concerning registration of purebred sheep and their enforcement.

For more information, please contact CSBA at:

1489 Rte 560
Deerville, NB
E7K 1W7
Tel.: 866-956-1116
Fax: 506-328-8165 Email: office@sheepbreeders.ca / www.sheepbreeders.ca

Canadian Co-operative Wool Growers

The Canadian Co-operative Wool Growers was established in 1918 by the sheep industry as a national system of collecting and marketing its members' wool on a co-operative basis. Today, its function as a not-for-profit organization is to collect, grade, measure and market the wool, while operating the business efficiently to maximize returns to the wool producer.

For more information, please contact CCWG at:

Box 130, 142 Franktown Road
Carleton Place, ON
K7C 3P3
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Fax: 613-257-8896
Email: ccwghq@wool.ca / info@wool.ca / www.wool.ca

Canadian Sheep Federation

The Canadian Sheep Federation represents all producers in setting national policy for the sheep industry. It works closely and cooperatively with all levels of government and industry related organizations, both domestic and foreign, to further the viability, expansion and prosperity of the Canadian sheep and wool industry.

For more information, please contact CSF at:

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Guelph, Ontario, Canada

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