



CAAP

Canadian Agricultural Adaptation Program

GOVERNMENT OF CANADA SUPPORTS CANADIAN LAMB PRODUCERS

OTTAWA, Ontario, July 5, 2010 - The Government of Canada is investing to keep Canadian lamb producers on the cutting edge of innovation and create new market opportunities. An investment of up to \$178,186 will help establish the Canadian Lamb Company Initiative (CLCI) which will focus on developing a stronger lamb industry

"The Government of Canada is working to help them adapt to a changing marketplace and remain competitive," said federal Agriculture Minister Gerry Ritz. "This investment will help boost the farm gate by developing new opportunities for sheep producers, meeting the increased demand for lamb products in Canada and around the world."

This multiphase project is focused on the development and implementation of a new business and operations model for the lamb industry in Western Canada. A key part of this project will be to establish of a value chain roundtable that will include producers, processors, retailers, and distributors.

"This organization will provide lamb producers with the financial and market incentives needed to profitably expand production, encourage the entrance of new Canadian lamb producers into the market and develop competitive, value-added lamb products for the retail and food service markets in Canada," said Neil Ketilson, Chair of the Agriculture Council of Saskatchewan (ACS).

Funding for this program is being provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In Saskatchewan, CAAP is delivered by the Agriculture Council of Saskatchewan.

CAAP is a five-year (2009-2014), \$163 million national initiative that aims to help the Canadian agricultural sector adapt and remain competitive. Eligible CAAP projects could be in areas of traceability, environment, climate change, capacity development, pests and diseases, and more.

Canada's Economic Action Plan, coupled with other Government of Canada programs such as CAAP, continues to help farmers with its focus on strengthening the economy and creating jobs. Investments in viable market opportunities will help to build an even stronger agriculture industry and Canadian economy.

For more information on CAAP, please visit www.agr.gc.ca/caap. For more information on the Agriculture Council of Saskatchewan, please visit www.agcouncil.ca.

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