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Value Chain Innovation Forum 2012



Gordanier Family Farm

- Orangeville Ontario
- Started in 2004
- 435 head
 - Produce both lamb and dairy products





Global Industry

- Increasing consumer demand; increased competition for land/feed/labour; declining production
- Premium market lamb prices set by US / NZ / AU / EU consumer markets
- Focus on lamb quality to retain consumer \$\$... there is lots of other cheaper meat to choose from.

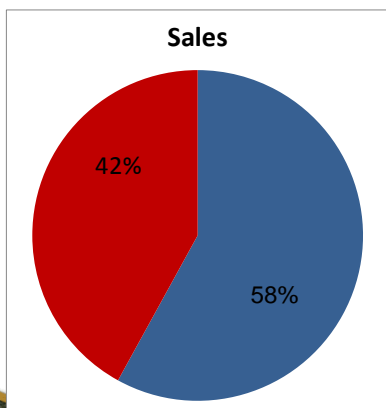


Industry Challenges

- Lack of supply of Canadian product



Canadian Lamb Supply



Where is it coming from:

63% from New Zealand
37% from Australia
0.6% from the United States
~0.3% from Iceland & Uruguay

Where is it going:

55% to Ontario
39% to B.C.
6% to Quebec



Industry Challenges

- Lack of supply of Canadian product
- Lack of consistency





Industry Challenges

- Lack of supply of Canadian product
- Lack of consistency
- Business acumen



Moving Forward

- To meet its potential the industry needs support:
 - To develop domestic markets
 - For producers wanting to expand production
 - To address reasons why producers are not expanding

