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NEWS RELEASE

Immediate Release

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Annual meeting and education day for Ontario goat producers

2015 event takes place February 25th in Tavistock

Guelph, ON – Ontario Goat (OG) will once again host its Annual General Meeting and Producer Education Day on Wednesday, February 25th at the Tavistock Memorial Hall. This year's agenda boasts an exciting lineup of presentations geared towards producers and industry partners alike.

"We have a great agenda focussing on several of the research initiatives taken by Ontario Goat along with studies conducted by industry experts," stated Anton Slingerland, OG President. "This day is not just about our regular business as an organization, but a chance for producers to learn more about the opportunities available as we continue to grow Ontario's goat industry" he added.

The results of a recent study focussing on the ethnic meat market, conducted jointly with Ontario Veal, Ontario Sheep and Ontario Rabbit, will be presented at this year's event.

"The continued growth of Ontario's ethnic population is a big opportunity for the growth of the goat meat sector," stated Jennifer Haley, OG Executive Director. "The results of the study show that the year-round demand for goat meat has never been greater and this presents a great value added opportunity for Ontario's dairy and meat producers," added Haley.

In addition to the annual business meeting, several other important topics to be discussed that will impact dairy, meat and fibre goat producers include:

- Science-based on-farm improvements and how they can be developed on Ontario goat farms
- The importance of continued health and welfare in the dairy goat industry
- Animal identification and traceability in the goat industry

Also included in the day's events, one individual will be recognized with the first ever Ontario Goat Advocate Award. This award recognizes an individual, who demonstrates passion for the goat industry, is an innovator and an industry advocate and ambassador. Please contact Ontario Goat for further details on nominating someone you know.

"The goat industry in Ontario continues to grow and it is important that producers be informed about the opportunities available to all sectors of the industry," said Slingerland. "I hope to see many producers out to this important meeting as we plan for the future of our industry."

The event, which runs from 10:00am to 3:00pm, also features a trade show and buffet luncheon. Pre-registration is required for this event. For more information or to register, please contact the OG office at 519-824-2942, toll free at 1-866-311-6422 or by email at info@livestockalliance.ca. For more information about Ontario Goat, please visit www.ontariogoat.ca

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