

Advantages

- ◆ Producers know the feeder or slaughter weight price prior to shipping animals.
- ◆ SSDB is a bonded licensed dealer.
- ◆ Producers have exposure to many buyers which increases the competitive marketing environment.
- ◆ Producers have regular shipping opportunities.

For more information, please contact the office at:

**Saskatchewan Sheep
Development Board**

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Saskatchewan Sheep Development Board

Marketing Fact Sheet

The Saskatchewan Sheep Development Board provides a marketing option and helps to establish prices to assist producers achieve their goals.

Marketing Procedure

1. The producer calls the SSDB office and provides the following information:

- ◆ Number and type of animal
- ◆ Approximate weight or weight range of animal(s).
- ◆ Breed of animal
- ◆ If male lambs are castrated.
- ◆ If slaughter sheep are sheared.

2. When the SSDB office has 400 or more sheep a bid sheet is sent to the buyers. The buyers are generally given 48 hours to respond. The successful buyer is contacted as soon as the bidding closes.

3. Arrangements are made with the buyer for trucking and assembly. A truck is normally sent to the assembly point if there is a minimum number of 50 head.

4. Producers are then contacted and asked to bring their animals to the assembly point within a specific time frame. The animals are weighed and weight is recorded on the manifest.

5. Producers are required to put a unique identifying mark on their animals for ease of identification.

6. The truck picks up the animals and the load information is sent to the buyer. The buyer then forwards payment to the office and a cheque is issued to the producer. This process usually takes one to two weeks depending on mail services and producer location.

7. The main assembly points are located at Tisdale, Yorkton, Saskatoon, Swift Current, Maple Creek, Whitewood and Alameda. We are always looking for and using other points for assembly if there is enough demand.

8. The price quoted by the buyer is based on good quality animals, buyer may discount poor quality animals.

9. Animals must be tagged with approved CSIP tag.

Recommended DO's

- ◆ Know the weight of your lambs, prices are based on feeder or slaughter weight.
- ◆ Sort or mark your lambs and if possible separate them on the trailer, according to their weight categories. This helps with the movement of your animals once you get to the assembly point.
- ◆ Castrate and dock your lambs, uncastrated lambs may be discounted up to \$10/head.
- ◆ Shear slaughter sheep and old crop lambs. This makes it more comfortable for the animal, looks better to the buyer and we can get more animals on the load.
- ◆ Ship all OLD CROP lambs before the end of April—after this time you may be discounted due to size of lamb.

- ◆ Send a completed livestock manifest with the animals. Indicate the number, type and identifying mark.
- ◆ Feed and water your animals lightly before leaving home.
- ◆ Unexpected events may change your plans for marketing your animals, please contact the SSDB office ASAP to advise. Our expectation is that producers will maintain their commitment to the SSDB and other producers in the Province.

DON'Ts

- ◆ Send any animals that are sick, lame or emaciated or you will be asked to take them home.
- ◆ Try to sell old crop lambs as new crop, their teeth are checked at the assembly point.
- ◆ Bring extra lambs without calling ahead to the SSDB office. Usually the load is filled to capacity.
- ◆ Wait until your lambs are ready to market before you phone. We do not send out bids unless we have enough animals to ship, or the next shipment date may not be convenient for you.
- ◆ Use products to mark sheep if the product is not recommended for this purpose.