



# *South Dakota Sheep Growers Association 84<sup>th</sup> Annual Convention*

The South Dakota Sheep Growers Association's 84th Annual Convention will be held at the Ramkota Hotel and Conference Center in Pierre, SD on Friday, September 24<sup>th</sup> and Saturday, September 25<sup>th</sup>, 2021. The convention continues to provide an excellent opportunity for sheep producers from across the state of SD and surrounding states to gather the latest information on topics relating to sheep and the sheep industry. Our 1 1/2-day convention will be full of information, networking and of course, a lot of fun.

We will start Friday off with a bang with an event we are super excited about. Thanks to SDSU Extension, we are hosting a "New Producer Workshop" called "Sheep 101" scheduled for Friday morning at the Beastro Family Farm. This workshop will provide tons of valuable info to those new to our industry. Lunch will be provided to those participating in the workshop. Our hands-on program, at the Beastro Farm, will be Friday afternoon and will have a fall lambing theme. We will have multiple education stations that will include breeding soundness, nutrition, body condition scoring, uses of drugs, and fall lambing synchronization protocols. Participants will rotate around these 5 stations at will be approximately 20-30 minutes in length. We are very pleased to be holding our opening reception at the Casey Tibbs Museum. Our caterer, Mike and Rox Hunt, have some amazing lamb appetizers planned.

Our main convention day will be Saturday, September 25<sup>th</sup> at the Ramkota Hotel and Conference Center in Pierre. We will begin the morning session with an update from ASI, Peter Orwick (Executive Director of ASI) and Steve Clements (Region IV Director of ASI). They will update us on national happenings and legislative focus in the coming year. Popular press has noted an increase in the demand for lamb currently. Rob Rule, American Lamb Board Treasurer, will give an update of what is spurring this wave of demand for lamb and how our check-off dollars work for us. Our keynote speaker, Dr. Susan Schoenian, the University of Maryland sheep and goat specialist, will discuss opportunities in the ethnic sheep trade. She is a renowned presenter of many national webinars and seminars on the topic of understanding ethnic lamb marketing. She will also join a group of panelists including David Johnson, of Equity Livestock, and several other regional ethnic sheep buyers for a roundtable further examining the topic. LeAnn Hall, SDSU, will lead a discussion of fall lambing synchronization protocols. We will have a producer and specialist join for a panel discussion. The Saturday luncheon will feature the Master Lamb Producer awards where select SD lamb & wool producers are recognized for excellence in their area of the industry. After our amazing lamb lunch we will hear from Tim Olsen, Executive Director of Ground works – SDAITC to give us an update on the SD sheep industry's participation in the sheep curriculum for Ag in the Classroom. Dr. Joe Cassady, Professor and Head of the Department of Animal Science at SDSU along with Dr. Kristi Cammack, Director-SDSU West River Agricultural Center/Associate Professor based Rapid City will update us on SDSU happenings. Dr. Kelly Froehlich (SDSU Sheep Extension Specialist) and Jaelyn Whaley (SDSU Sheep Area Specialist) will also share updates. The SDSGA membership meeting will start mid-afternoon. What a full and educational day we will have!

Saturday evening will culminate with the annual auction and lamb banquet. The coveted "Trapper of the Year" and "Shepherd's Award" will be presented followed by the SD finals of the "Make It With Wool" contest. It will be a lovely meal featuring American Leg of Lamb kindly supplied by South Dakota State University.

It's a very busy weekend ~ and we encourage you to make your hotel reservations as soon as possible. If you have any questions, or would like further information about the convention, please contact any of the organizer listed below. To pre-register contact Lisa Surber.

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