



**American Dorper Sheep Breeder Society
Long Range Plan 2022-2030
February 2022**

Vision: To be the leading sheep breed organization committed to increasing profitability and sustainability of the Dorper and White Dorper breeds.

Mission: Grow demand for Dorper and White Dorper sheep by delivering modern and efficient member services and registry that support traditional and progressive producers in areas of marketing, education, branded programs and genetic improvement.

STRATEGIC INITIATIVES:

- I. **Marketing & Communication:** Grow demand for Dorper genetics
- II. **Dorper Lamb Program:** Develop and grow dorper lamb program
- III. **Education:** Expand education opportunities for members
- IV. **Youth Programs:** Grow youth member development programs
- V. **Genetic Improvement:** Implement use of modern genetic technologies

I. **Marketing & Communication:** Increase demand for Dorper and White Dorper sheep by marketing breed accomplishments in genetics and performance:

- a. Develop the Dorper story narrative for producers of different sizes and business imperatives
- b. Identify target producers and understand the appropriate communication and marketing channels they would be most impactful
- c. Develop a robust and modern marketing and communication plan that targets current and potential Dorper sheep producers, national and regional sheep industry associations and broader sheep trade media
- d. Create a modern informational booth for display at promotional events
- e. Update the website and printed materials

II. **Dorper Lamb Program:** Further develop and grow the Dorper lamb program: Continue developing the business model to grow the Certified American Dorper lamb, and local/regional Heritage Dorper lamb programs

- a. Develop the business plan to pay for the licensing, royalties and marketing of CAD and HD lamb programs
- b. Recruit lamb processors and producers to participate in the lamb program
- c. Raise funds in partnership with the American Lamb Board to develop the marketing for the CAD and HD programs

- d. Start selling branded Dorper products in 2023

III. Education: Expand educational and engagement opportunities for members:

- a. Create and distribute a survey directly to members to determine educational needs in 2022. Develop and implement in-person and digital educational resources and learning opportunities to achieve education targets will be developed from the results of the survey.
- b. Develop and offer educational and development opportunities at shows and online events.
- c. Standardize a Dorper Standards training model that has clear metrics of success and demonstrates understanding and application of the standard, with potential to scale to make the greatest impact.
- d. Offer additional opportunities to attend Dorper School in other regions of the United States.

IV. Youth Programs: Grow youth member development programs: Develop programmatic opportunities for youth members [beyond the showing and record books], and grow their potential to be future leaders in the sheep and lamb industries

- a. Survey producers and educators to determine an appropriate learning and leadership development plan for youth members.
- b. Provide resources to build the development plan and recruit youth members to participate

V. Genetic Improvement: Develop, facilitate and promote use of advanced technology or genetic selection tools for seed stock and commercial Dorper and White Dorper sheep while maintaining the Dorper standard

- a. Have a plan to incorporate ultrasound technology by 2023 for implementation in 2025 to provide sale consigners additional data to support genetic selection decisions.
- b. Develop a plan to partner with universities or genetics companies to design a realistic process to process EBV/EPD or genetic markers that can be used as a genetic selection tool by 2023.

Execution of Strategic Plans: The BOD will recruit members to lead four independent committees and orchestrate timing of the work. Other existing committees such as Show and Sale Committee and Finance Committee will remain independent, but in collaboration with the four new committees. Each committee will seek approval from the BOD on committee goals and timelines, recruit members and develop and be accountable to an annual budget.