



ASI & STATE ASSOCIATIONS WORKING FOR YOU

WHO WE ARE

The American Sheep Industry Association is a federation of 44 state sheep associations representing the interests of more than 100,000 farm and ranch families nationwide with a common goal to promote the well-being and profitability of the American sheep industry.

NEWSLETTER

Members receive the ASI Weekly – a weekly email newsletter devoted to timely dissemination of sheep industry news.

PODCASTS

ASI's Research Update and SheepCast podcasts keep you up-to-date on industry research and issues.

ONLINE

SheepUSA.org
AmericanWool.org



@SheepUSA

@ExperienceWool

Secured nearly \$160 million in direct payments to producers and feeders in 2020 to help operations deal with the financial impact of the COVID-19 pandemic.

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Increased demand for American wool by marketing and promoting this natural fiber internationally. Pivoted from reverse trade missions to connecting virtually with prospective buyers during the pandemic. Actively developed new customers and rekindled existing relationships throughout several countries in Asia and Europe with the use of promotional boxes and videos.

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Successfully petitioned USDA's Agricultural Research Service to continue funding for the U.S. Sheep Experiment Station in Dubois, Idaho, as well as positions at the station that had been vacant for several years.

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Worked with industry to provide matching funds to upgrade Superwash equipment for another washable process, which also makes wool products softer and more comfortable – feeling 1 to 2 microns finer than the wool used in the product. Superwash expanded the use of washable wools for the sock and apparel market.

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Led the push for continued funding of crucial programs administered by Wildlife Services.

Instrumental in formation of the National Sheep Industry Improvement Center, the National Sheep Improvement Program and the American Lamb Board.

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Secured mandatory country-of-origin labeling of lamb at retail.

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At the request of customers, ASI developed the American Wool Assurance program with various levels of certification. The program will help growers share their stories of using science-backed animal welfare practices to demonstrate the care and attention American sheep receive throughout their lives.

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Championed the continuation of Mandatory Price Reporting for lamb.

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Organized producers to raise funds to protect the industry from legal and regulatory attacks.

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Developed the Secure Sheep & Wool Supply Plan to assist producers in case of a disease crisis in the United States.

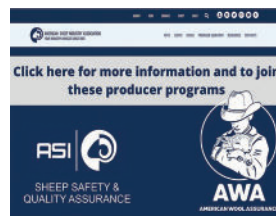
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Updated the Wool Marketing Loan Program in 2020, resulting in USDA implementing a substantial loan deficiency payment that moved millions to producers for their wool clips.

PRODUCER EDUCATION OPPORTUNITIES



Sheep Industry News



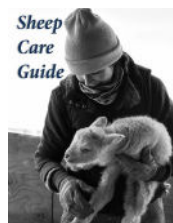
SheepUSA.org



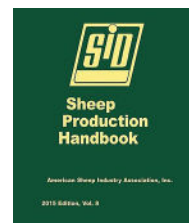
ASI Market App



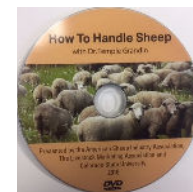
Online Education



Sheep Care Guide



Sheep Production Handbook



How to Handle Sheep