



WHO WE ARE

The American Sheep Industry Association is a federation of 44 state sheep associations representing the interests of more than 100,000 American farm and ranch families 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 sheep industry news.

PODCASTS

ASI's podcast keeps you up-to-date on industry research and issues.

ONLINE

SheepUSA.org
AmericanWool.org



@SheepUSA
@ExperienceWool

ASI & STATE ASSOCIATIONS: WORKING FOR YOU

- As the voice of the sheep industry, ASI is working on issues to advance the economic, environmental, and social sustainability of the sheep industry.
- Using Foreign Agricultural Service grant funds to promote the superior characteristics of American wool to new markets while expanding opportunities in existing markets.
- Preparing the American sheep industry for a Foot and Mouth Disease (FMD) outbreak through the Secure Sheep and Wool Supply (SSWS) Plan for producers to prepare before an FMD outbreak.
- Leads the funding for predator management programs administered by USDA Wildlife Services.
- In 2025, ASI published Targeted Grazing 101: Starting and Sustaining a Grazing Service Enterprise, a practical guide with applied skills from experienced grazers.
- Secured mandatory country-of-origin labeling of lamb at retail, to ensure American lamb is recognizable on store shelves.
- Assuring consumers and textile manufacturers where their products come from, and that American wool is produced in a responsible and caring manner through the American Wool Assurance (AWA) Program.
- Enhancing the Wool Marketing Loan Program to ensure it is an effective program that reflects the wool market and works for producers.
- Bringing together all sectors of the sheep industry at the ASI Annual Convention to set priorities and share information for a stronger sheep industry.
- Raising funds to protect the sheep industry from legal and regulatory attacks.
- Instrumental in forming the National Sheep Industry Improvement Center, the National Sheep Improvement Program and the American Lamb Board.
- Petitioned the U.S. Trade Representative to recommend and International Trade Commission investigation into the impact of lamb imports on U.S. producers

PRODUCER RESOURCES



American Sheep Magazine



SheepUSA.org



ASI Podcast



Online Education



Sheep Care Guide



Sheep Production Handbook



Targeted Grazing 101