

United Suffolk Sheep Association

2018 DIRECTOR ELECTION - DISTRICT 4



Brenda Reau, Petersburg, Michigan

My husband Mark and I have been raising Suffolk sheep for 37 years. We have raised club lambs, show sheep and performance breeding stock. Currently 90% of the sheep we sell are marketed as breeding stock to both purebred and commercial producers.

It pains me to hear the negative talk, both within our breed as well as across the sheep industry. We need to all work together to elevate the Suffolk breed and its importance to a profitable sheep industry. I look forward to working with our members and strategizing on how to promote our breed and run an effective association.

There is great potential for our breed to grow and prosper. We need to demonstrate the profitability of using Suffolk genetics in the commercial industry and change the negative perception that has turned people away from the breed. This will require education. We need more educational outreach such as the Suffolk U webinar series that was started this year. I worked with our Executive Secretary in organizing and teaching one of these webinars.

I have many years of experience in leadership roles within the sheep industry. I am currently a member of the USSA Breed Improvement Committee. I served as President and Publicity Director for Michigan Suffolk Breeders for many years and now serve as the Suffolk breed representative on the National Sheep Improvement Program Board of Directors. I have been the Youth Committee Chair for Michigan Sheep Producers for over 20 years and plan the Shepherd's Weekend youth programs, coordinate the scholarship program, and chair the youth auction that raises over \$5,000 annually to support youth programs. Earlier this year, Secretary of Agriculture Perdue, appointed me to the National Sheep Industry Improvement Center Board of Directors as a producer representative. My priority is to see funding channeled into research with a practical application for our industry.

Professionally, I have worked with Michigan State University Extension for 37 years. As the Associate Director of the MSU Product Center, I have developed strong administrative skills, which will serve me well in being an effective board member. I plan to retire in 2019, and this seemed like the appropriate time to offer my service to USSA.

We need to add value to the Suffolk breed and add value to USSA. I will get the job done and represent the membership of District 4. I would appreciate your vote.