

# ASI



## WHO WE ARE

The American Sheep Industry Association (ASI) is the national organization representing the interests of sheep producers located throughout the U.S. ASI is a producer-led federation of state organizations working on behalf of its members to advocate, support, and promote the U.S. sheep industry.

# ASI Working For You

### NEWSLETTER

The ASI Weekly email provides updates on industry activities and information on ASI efforts to safeguard the sheep industry.

### MAGAZINE

The Sheep Industry News monthly magazine provides information about the issues and programs affecting the sheep industry.

### PODCAST

ASI's Research Update podcast keeps you up to date on sheep production practices and industry research.

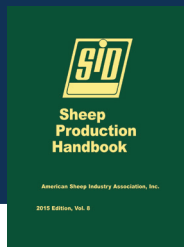
### ONLINE

SheepUSA.org  
AmericanWool.org  
provide an abundance of resources.

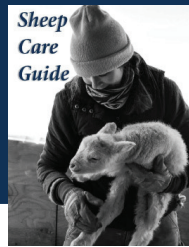
#### Sheep Industry News



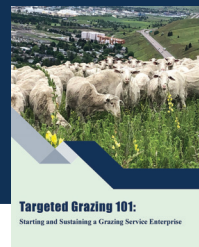
#### Sheep Production Handbook



#### Sheep Care Guide



#### Targeted Grazing Guidebook



## PRODUCER EDUCATION OPPORTUNITIES

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 providing producers the opportunity 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.

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.

Secured mandatory country-of-origin labeling of lamb at retail, to ensure American lamb is recognizable on store shelves.

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.



@SheepUSA @ExperienceWool