



American Lamb Board
Update for Leading Edge Sheep
Production Workshop



About the American Lamb Board

- ALB is a national promotion, research and information organization
- Funded by mandatory checkoff assessment
- All sectors pay in and are represented on the Board
- 13 Board Members Appointed by the Secretary of Ag
- The programs are overseen by USDA
- Staff/headquarters in Denver, CO



About the American Lamb Board

*Our purpose is to increase **demand** for American Lamb and increase the value of American Lamb for all segments of the industry.*



Demand for Lamb in the US Market

- Per capita consumption of lamb is less than 1 pound and accounts for less than 1% of the average American's protein diet
 - Consumption is concentrated on the coasts
 - nearly 20 percent of U.S. lamb consumption occurs during the Spring (Easter/Passover)
- More than a third of Americans have never tried lamb
- Many consumers only eat lamb at restaurants
- Most associate lamb with special occasions and holidays
- Minority populations consume more than half of the total lamb supply in the US



Lamb on the Menu

- Approximately 40% of our lamb is sold into the foodservice sector
- 76% of fine dining restaurants/54% of hotels menu lamb
- Many chefs prefer American Lamb but are strongly influenced by price
 - Increased usage of cuts beyond rack of lamb
- Lamb's penetration in casual dining segment is growing



Lamb in the Meat case

- In the past year
 - Lamb sales (pounds sold) increased 5%
 - Lamb's average price per pound increased 3%
- The lamb buyers spends 30% more per year at the grocery store than the average shopper
- Top selling retail cuts are shoulder (30% of pounds sold), Leg (26%) and loin (15%)
- Top selling regions are NE, SE and CA



Lamb in the US Market

- Opportunities for building demand
 - Rising cost of other proteins
 - Nutrition benefits
 - Local, sustainable –production story that resonates
 - Flavor and Tenderness
 - Out of the ordinary
 - New generation of adventurous foodies
 - Ethnic markets
 - Export Markets – global demand



Building Demand

- Challenges to Building Demand...
 - Limited resources
 - Inconsistency of product quality
 - Price - higher than other protein choices
higher than imported
 - Seasonality of production
 - lack of awareness (“I just don’t think about it”)
 - Consumers don’t know how to cook
it/intimidation factor



What We Do to Build Demand

- Work to increase awareness and demand for American Lamb through a variety of marketing programs
- Leverage and expand the ALB budget through cooperative partnerships
- Provide research, resources and promotional materials to help our contributors promote American Lamb
- Fund technologies and research to help improve the quality and consistency of American Lamb



Marketing Strategies

- **Even out the seasonality of sales**
 - Keep Lamb top of mind year-round with seasonal campaigns
- **Educate** consumers, chefs and media about the values of American Lamb including the versatility, nutrition benefits, and ease of preparation/cooking techniques
- **Focus on Key Markets** to Build Awareness
 - Limited resources - target resources in strong lamb markets, strong food/media markets
 - Austin, Boston, DC, SF, Seattle



Marketing Strategies

- **Position** American as a premium protein
- **Expand utilization** beyond special occasions and beyond fine dining
 - Make lamb more approachable
- **Create Preference for American over Imported**
 - Promoting the passion behind the people that produce and prepare our product from pasture to plate/shepherd to chef



Industry Outreach

- Direct Marketing study/new resources and tools for direct marketers
- New lamb industry resource center - July
- Promotional materials, reports and resources for the industry
- Cooperative Funding Programs
 - Local lamb promotion funds - January
 - Supplier Coop Program – Oct and May



Technology, Research & Evaluations

- Support for Electronic Grading
- Quality Audit and related research on lamb flavor
- Nutrition analysis of lamb cuts
- Demand Analysis Study
- Market News
- ROI study (Texas A & M) measuring the overall effectiveness of the lamb checkoff and the return on investment by sector
 - For every dollar invested into ALB (2002-2013), the industry received \$14.40 in additional profits



What We Do Not Do

- Influence government policy, including lobbying
- Collect membership dues
- Sell lamb
- Promote wool
- Manage LRP insurance program
- Provide genetic tools
- Industry loans

*Other industry organizations: ASI, NLFA, NSIP,
NSIIC, NLPA*



American Lamb Resources

Have Questions?
Need More Information?
Need Promotional Tools?

- www.americanolamb.com
 - Recipes, videos, Lamb Jam tour info, resources for foodservice and retail
- www.lambcheckoff.com
 - Checkoff forms, reports, market news, order materials, local marketing kit, Coop applications

ALB Office: 866/327-5262