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.americanlamb.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

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