

AMERICAN LAMB BOARD  
FY 2016 | *Annual Report*



## LETTER FROM THE CHAIRMAN

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The American Lamb Board (ALB) has been extremely active during the past year and has even higher goals for the coming year. With a staff of three in Denver and a team of 13 board members scattered throughout the nation, your checkoff dollars are reaching a tremendous number of people, all with the purpose of increasing the consumption of American Lamb and making all segments of the industry profitable and sustainable.

Almost 70% of the expendable budget is devoted to marketing and promotion of American Lamb. The list of programs conducted in 2016 are included in this report, but I'd like to highlight a few. The ALB launched the Lamb Resource Center, an online source of information for the entire lamb industry. The fact that minorities consume over 50% of the lamb in the country has spurred the development of programs to understand and serve those customers. In addition, the ALB is expanding our involvement in social media as a way of communicating with millennials, who are also major consumers of lamb. The development of the ALB Young Leaders Program will greatly help open communications with millennial consumers and maintain open dialogue with lamb importers. The ALB has also worked hard to cultivate strong relationships with chefs as a way of touching more consumers through face-to-face cooking events and cooking shows on television.

The ALB works closely with the Lamb Industry Roadmap implementation committee and other industry groups to create demand for our product by improving the quality and consistency of American Lamb. The goal is to keep a communications forum open for all sectors of the industry so we can work together to solve problems as they arise and work toward reclaiming our share of the lamb market.

The American Lamb Board is constantly developing engaging ways to allow new consumers to try lamb and to increase the consumption of American Lamb by those who already enjoy it.

Hopefully, you will be able to attend one of the ALB-sponsored events in 2017, use the materials available to you from the ALB to make your lamb event more successful, or suggest ways your checkoff dollars might be more efficiently used.

Best regards,

A handwritten signature in dark ink that reads "Wesley Patton". The signature is written in a cursive, slightly slanted style.

Wes Patton  
Chairman



### WHO WE ARE

The American Lamb Board is comprised of 13 producers and industry members appointed by the Secretary of Agriculture

- All sectors are represented: producers, feeders, processors
- All activities are overseen by the USDA
- Programs are implemented by staff of four in Denver, CO

### AMERICAN LAMB BOARD MEMBERS

- Wes Patton, Chairman (CA)
- Diane Peavey, Vice Chairman (ID)
- Joanne Nissen, Secretary (CA)
- Dale Thorn, Treasurer (MI)
- Greg Ahart (CA)
- Brad Anderson (CO)
- Martin Auza (AZ)
- Tom Colyer (ME)
- Tammy Doughty (AL)
- Elizabeth Dressler (CO)
- Gwen Kitzan (SD)
- Jim Percival (OH)
- David Quam (TX)

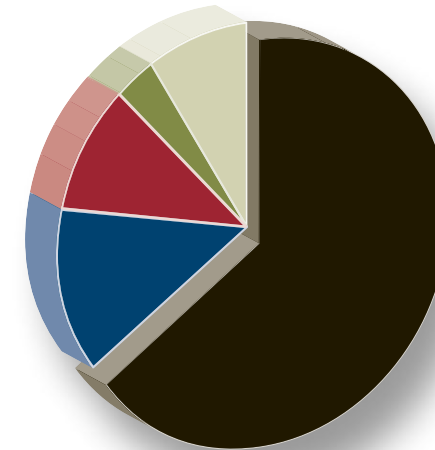
### STAFF

- Megan Wortman, Executive Director
- Rae Maestas, Industry Relations Director
- Cody McPherson, Marketing Manager

American Lamb Board  
 6300 E. Yale Avenue, Suite 110  
 Denver, CO 80222  
 866.327.LAMB (5262)

Consumer website: [www.americanlamb.com](http://www.americanlamb.com)  
 Industry website: [www.lambresourcecenter.com](http://www.lambresourcecenter.com)

# 2016 FINANCIALS



Promotion	\$1,440,029
Communications	\$297,908
Research	\$215,576
USDA Oversight	\$73,297
Administration	\$185,321
<b>Total Expenses</b>	<b>\$2,212,131</b>

## FY 2016 AMERICAN LAMB BOARD'S YEAR IN REVIEW

Your Lamb Checkoff is working to increase demand and market share for American Lamb, thereby increasing the potential long-range economic growth of all industry sectors. Increasing demand, market share and profitability requires not only building awareness through marketing and promotions but also delivering consistency and quality, increasing production efficiencies and working together on common goals to meet consumer needs.

### YOUR LAMB BOARD FUNDS PROGRAMS IN THREE CORE AREAS:

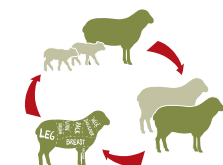
**MARKETING & PROMOTION**



**RESEARCH & EDUCATION**



**INDUSTRY COLLABORATION**





Your Lamb Board  
at Work in 2016

Developed Young Leader Program

Conducted two flavor studies to address how production factors affect lamb flavor

Updated nutrition analysis of all American Lamb retail cuts for the USDA Nutrient Database

Provided support for the National Sheep Improvement Program

Created best practices fact sheets about how to increase your lamb crop

Launched the Lamb Resource Center, an online clearinghouse of information for the lamb industry

Developed export promotions in Mexico and the Caribbean

Launched halal advertising campaign targeting Muslim Americans

Reached more than 2,500 lamb-lovin' consumers, 75 chefs and 45 local food writers and bloggers through the Fifth Annual Lamb Jam Tour

Created the Blogger Lambassador Team, which has a combined reach of 1.5 million consumers

Developed a millennial consumer study and marketing workshop

Created new Curriculamb: a culinary education program for chefs and culinary students

Produced 18 new seasonal lamb recipes and photos and a new Lamb Cuts 101 cookbook

Posted three new recipe videos that received 210,052 views

Created an online Spring Entertaining Hub that featured helpful tools like step-by-step guides for roasting a leg of lamb

Produced five new affordable menu concept sheets

Launched the Fit Flock campaign and participated at fitness events

Newly  
CREATED

## MARKETING AND PROMOTIONS: BUILDING DEMAND AND AWARENESS

The American Lamb Board works to build awareness and demand in five key markets: Austin, San Francisco, Boston, Seattle and Washington, DC.

### HERE COME THE MILLENNIALS—THE NEW LAMB CONSUMERS

The American Lamb Board recently conducted a Millennial Marketing Study and Workshop to assess how our brand and marketing strategies and messages can most effectively attract new millennial consumers to American Lamb. Every brand is working to engage with this generation—they represent more than a quarter of the US population. Millennials are young (roughly 20–35) and are hungry for food discovery and experiences. To them, food equals entertainment and expression. American Lamb—a flavorful protein that is locally and humanely raised—is a perfect fit for this important consumer group.

Stay tuned in 2017 for the ALB’s launch of a new creative platform based on the findings and recommendations from the study and workshop!

### Consumer Trends

More and more consumers, including millennials, are looking for local foods and are willing to pay a premium. They want to know how their food is raised, whether hormones and antibiotics are used, and they’re interested in animal welfare practices and environmental stewardship. This trend presents tremendous opportunities for the American Lamb industry to highlight production stories and attributes and differentiate itself from imported lamb and other proteins.

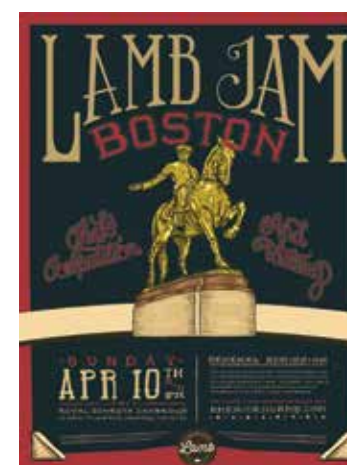
### LOCAL LEVEL AWARENESS

Because more than one-third of US consumers have never eaten lamb and consumption is less than 1% of the average American’s protein diet, the ALB has a challenge to expose consumers to something they are not familiar with as a protein option. And with a much smaller budget than other commodity meat boards, the ALB allocates significant resources to building awareness in five key markets vs. a national advertising campaign.

The American Lamb industry is working to build demand at the local level by reaching the right consumers in the right markets with the right messages. The local market strategy allows an authentic way for producers and suppliers to connect with chefs, media, retailers and consumers.

### SOME LOCAL MARKET ACTIVITIES INCLUDE:

- 1 Fifth Annual Lamb Jam Tour—The popular competition where chefs compete to create a winning American Lamb dish in our five target markets with the finale Lamb Masters Competition held in NYC at the James Beard House. The winner this year hails from Boston: Chef Thomas Pisha-Duffly of The Honey Paw, with his winning dish, *Smoked Lamb Khao Soi with Egg Noodles, Burmese Coconut Curry, Fermented Mustard Greens, Crispy Noodle and Lime*.
- 2 Participation in local food, music, and fitness events in our five target markets
- 3 Cooking classes and farm tours in the target markets



**DIGITAL MARKETING AND SOCIAL MEDIA**

Consumption of social media is growing rapidly—there are two billion active social media users worldwide. Five million images (many of them food!) are uploaded to Instagram daily. Social media is a cost-effective way for the American Lamb Board to build consumer awareness and inspire year-round utilization. The ALB uses digital partners and advertising as well as social platforms including Facebook, Instagram, Pinterest and Twitter to share seasonal content, recipes and educational information to keep American Lamb top of mind and inspire sales beyond the holidays.



**SOCIAL CAMPAIGNS AND CONTESTS**



*Sunday Funday*  
Sunday Funday was a Facebook-based contest designed to inspire consumers to cook American Lamb on Sundays during the fall. Consumers were led to a contest landing page where they were asked to fill out a short survey to determine their Lamb Sunday Funday personality. After completing the survey, each consumer received a custom personality-based recipe and a chance to win lamb.



*Lamb Lovers Month*  
In honor of Lamb Lovers Month, the ALB inspired lamb lovers to bring passion to the plate. A Facebook-based Recipes for Romance contest quizzed lamb fans to uncover their personal lamb language of love, and suggested corresponding recipes to suit each language style.



*Summer Lambventures*  
This was a Facebook-based contest created around four personalities that consumers could choose from: the Global Griller, Fit Foodie, Outdoor Adventurer or the Patio Party Planner. Then consumers received a summertime bucket list, recipe and cocktail recipe that pertained to their chosen personality. The bucket list encouraged consumers to be active over the summer and grill American Lamb.



**BLOGGER ENGAGEMENT**

The ALB has enlisted a group of diverse Blogger Lambassadors with a combined 1.5 million audience reach to help spread the word about American Lamb online.

**Chris Cockren**  
Shared Appetite

**Angela Davis**  
The Kitchenista Diaries

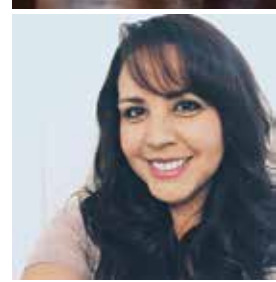
**Kita Roberts**  
Girl Carnivore

**Dan Whalen**  
The Food in My Beard

**Gina Matsoukas**  
Running to the Kitchen

**Ericka Sanchez**  
Nibbles & Feasts

**Matt Robinson**  
Real Food By Dad



*Social*STATS

We increased our social following by 10k fans!

Follow us...

Facebook: @AmericanLamb

Pinterest: @AmericanLamb

Instagram: @fanoflamb

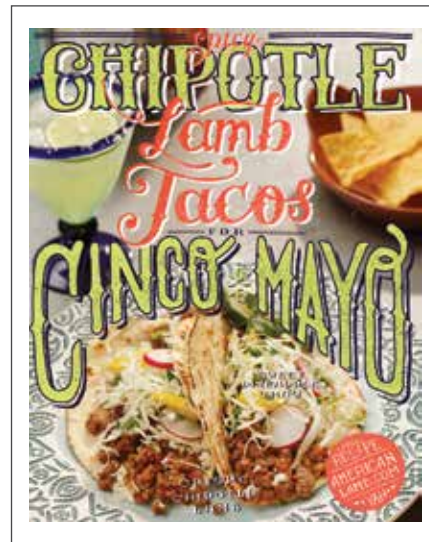
Twitter: @fanoflamb

YouTube: @AmericanLamb

**TRADITIONAL MEDIA OUTREACH—LAMB MAKES THE HEADLINE**

The ALB helps drive consumer awareness of the benefits of American Lamb, with a focus on approachability through ongoing media outreach efforts including activities like:

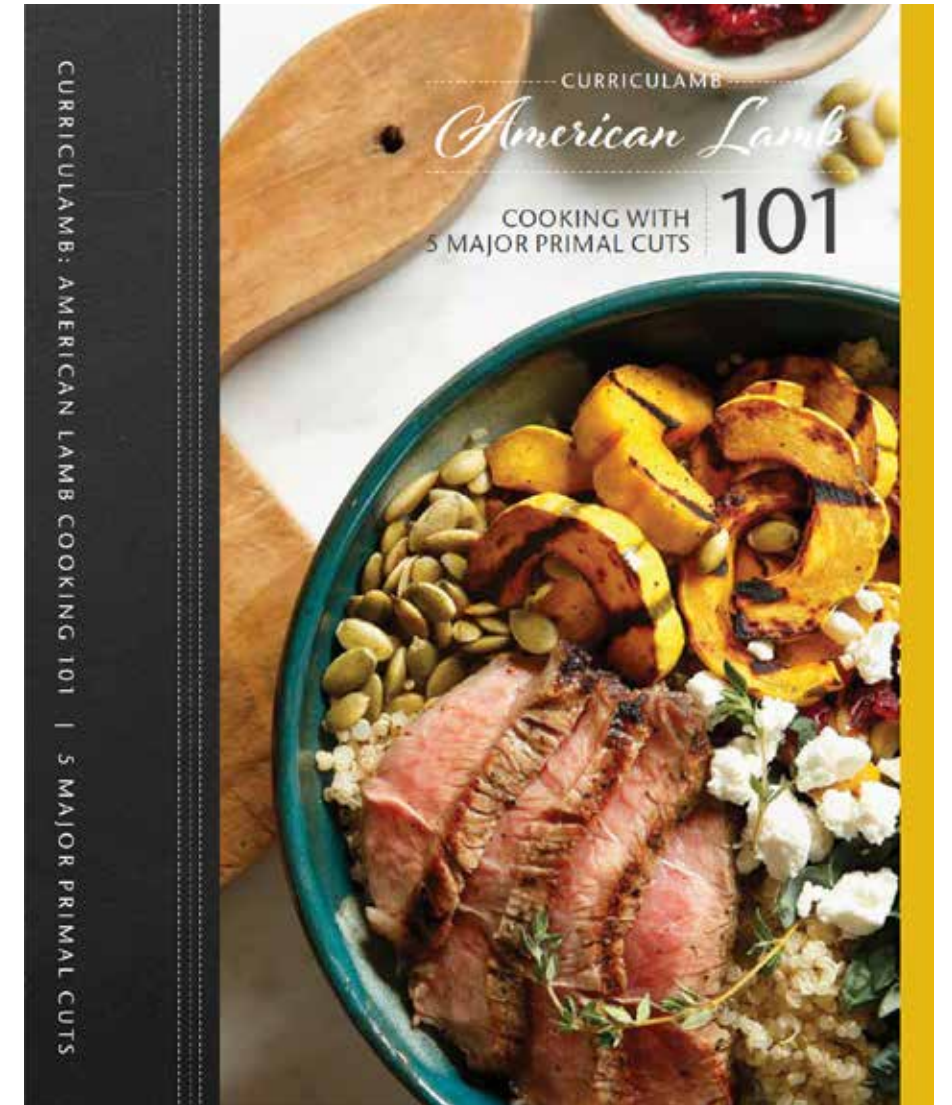
- Press releases
- Demonstrations, seminars and lunches at magazine and website test kitchens (*Better Homes and Gardens*, *Rachael Ray Every Day*, *Midwest Living*, Allrecipes)
- Media engagement at Local Lamb Jams and the Finale in NYC
- Ongoing pitching of American Lamb key messages, recipes, contests and more
- Holiday mailing to top food editors
- Satellite media tours featuring TV Food Network star and nutritionist Ellie Krieger; Ellie helped the ALB celebrate Lamb Lovers Month by demoing two lamb recipes featured in her new cookbook, *You Have It Made*, which offers recipes for delicious, healthy make-ahead meals; the segment has aired on local TV stations and radio stations reaching over a million viewers



BY THE NUMBERS:



NEW PROMOTIONAL RESOURCES DEVELOPED IN FY 2016



**NEW PROMOTIONAL RESOURCES DEVELOPED IN FY 2016**

**Spring and Summer Entertaining Hub**—New spring and summer sections that offer seasonal recipes, pairings, tips and tools were added to our consumer website to help people master the perfect spring or summer celebration. Highlights include new step-by-step roasting guides for rack and leg for spring and a grilling time and temperature guide for summer.

**Curriculamb Lamb Cuts Brochure**—We produced a new recipe booklet that educates consumers about the variety and versatility of American Lamb cuts and includes delicious new recipes and images.



## NEW RECIPES AND IMAGES

Curry-Yogurt Grilled Lamb Chops

Grilled Butterflied Leg of Lamb with Rosemary Sea Salt and Charred Lemons

The New All-American Lamburger

American Lamb Kebobs with Charmoula Sauce

Shepherd's Pie with Mushrooms, Stout and Horseradish Potatoes

Southeast Asian Lamb Kebobs with Spicy Cucumber Relish

Pan-Seared Lamb Sirloin with Quinoa and Vibrant Fall Veggies

Slow-Cooker Lamb Ragu with Rigatoni

Lamb Chili with Sweet Potatoes and Poblanos

Finger-lickin' Lamb Loin Chops with Romesco Sauce and Grilled Scallions

Red Wine-Braised Lamb Shanks with Butternut Squash and Parsnip Puree

Perfect Rack of Lamb with Parsley, Oranges and Olives

Lamb Skewers with Greek Salad

Lamb Bacon, Lettuce and Tomato Sandwich (BLT)

Spicy Lamb Meatballs with Herbed Yogurt Dipping Sauce

Middle Eastern-Spiced Lamb Ribs

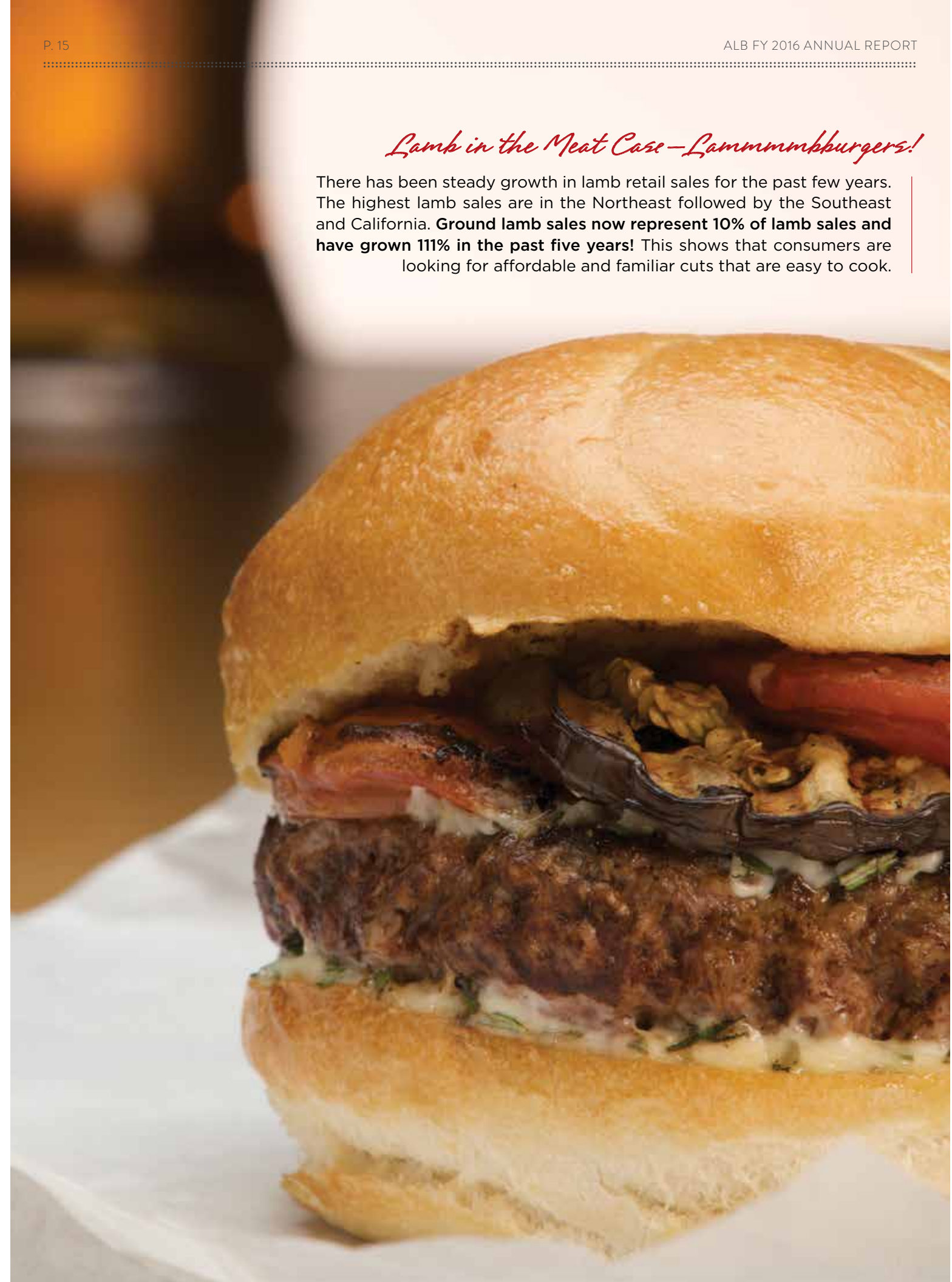
Lamb Pot Pie

American Lamb and Caramelized Onion Frittata



## *Lamb in the Meat Case—Lammmburgers!*

There has been steady growth in lamb retail sales for the past few years. The highest lamb sales are in the Northeast followed by the Southeast and California. **Ground lamb sales now represent 10% of lamb sales and have grown 111% in the past five years!** This shows that consumers are looking for affordable and familiar cuts that are easy to cook.





# FOODSERVICE

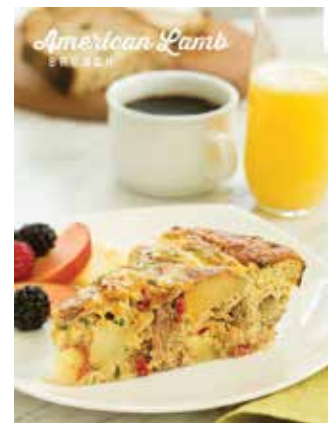
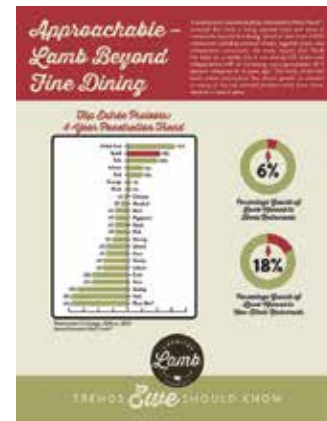
New infographics and menu concept sheets were created to inspire increased utilization of American Lamb on restaurant menus:

**Infographics**

- 10 Reasons Ewe Should Menu Lamb
- Approachable—Lamb Beyond Fine Dining
- American Lamb Global Flavors
- Lamb on Fine Dining Menus
- Lamb in the Meat Case

**Menu Concepts**

- Menuing American Lamb— Making Every Word Count
- Affordable American Lamb Menu Concepts
  - Bar Nibbles
  - Brunch
  - Entrees
  - Lunches
  - Sandwiches
  - Small Plates



**VIDEOS**

In collaboration with Foodable TV, the ALB produced three new Shepherd to Chef videos featuring local producers and chefs.

The ALB partnered with Eat Fit Fuel and Food Done Good (a combined reach of over two million consumers) to produce short inspirational videos featuring American Lamb.

# Program HIGHLIGHTS

**LAMB ON THE MENU**

To meet the growing consumer demand for locally sourced foods, restaurants are offering more local food on the their menus. The top culinary trend identified by the National Restaurant Association’s annual “What’s Hot” culinary forecast for 2015 was locally sourced meat and seafood.

According to the latest Datassential MenuTrends study funded by the ALB, lamb has maintained its position as a core protein in fine dining restaurants with the majority of these restaurants offering lamb on their menus. Lamb has also experienced sustained growth outside of fine dining. The study reports that lamb has been on a steady rise in use among US chains and independent restaurants.

The ALB’s foodservice programs are designed to increase usage of American Lamb in the foodservice sector and build preference for American over imported lamb. The ALB works to educate chefs, distributors and foodservice professionals about the attributes and benefits of American Lamb through trade media relations, marketing and communication tools, online advertising and promotions, culinary events and promotions, foodservice research and culinary education.



More than **\$255,000 in foodservice trace publicity** was generated including American Lamb articles and recipes in *National Culinary Review*, *Restaurant Business*, *Restaurant Hospitality*, *Restaurant Startup* and more.

American Lamb **quarterly e-newsletters** were sent to more than 6,500 culinary educators and chefs.

**Infographic sheets** were updated to share highlights from the American Lamb menu research and to tell the Shepherd to Chef story.

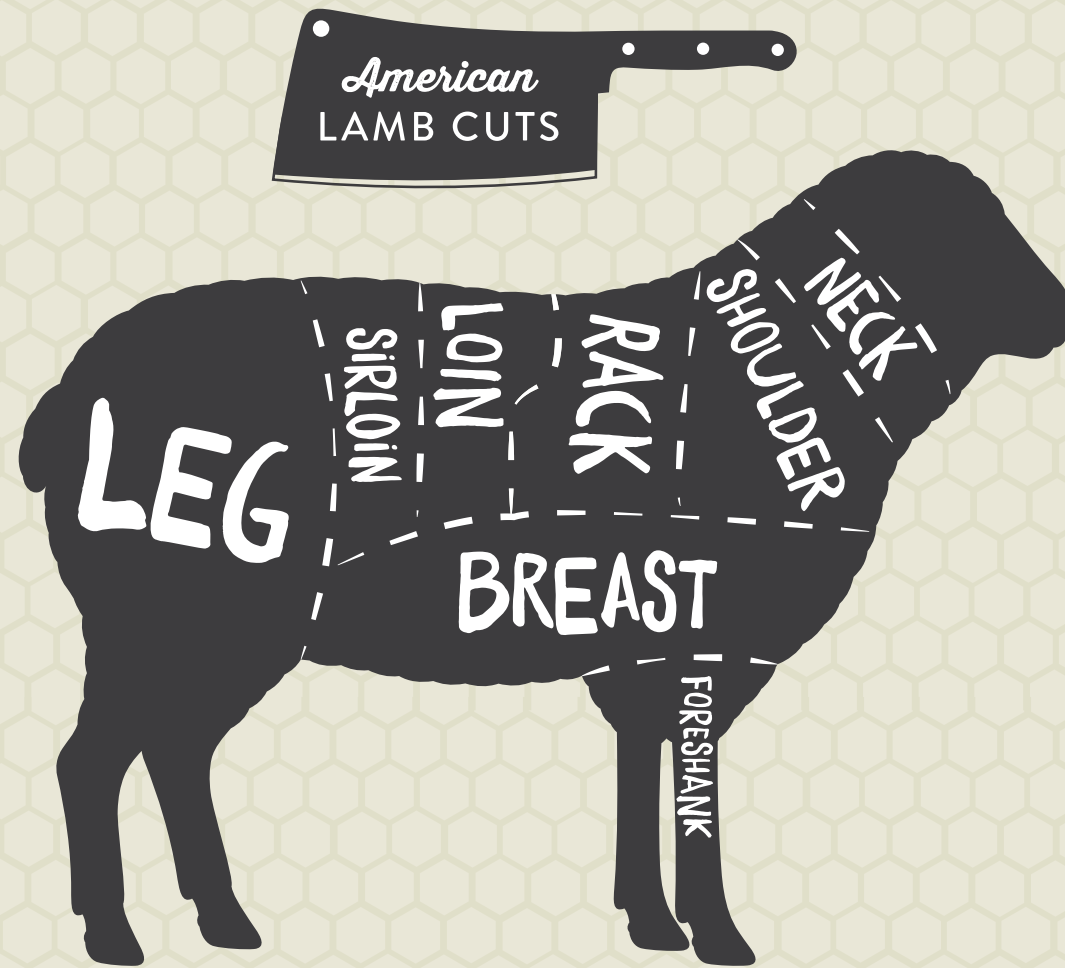
**New menu concept sheets** shared affordable American Lamb recipes and menu concepts.

A new **Curriculamb for culinary educators** was posted online. The Curriculamb includes lesson plans, a slide show and videos for use in culinary education. It also includes a quiz for American Culinary Federation members to earn 4.5 Culinary Education hour credits.

American Lamb information and recipes were **shared online** in a Lamb Lovers Month promotion with Chefs Feed, a summer promotion with Chef’s Roll and a September recipe on Recipe Watch.

The ALB **shared the local lamb message** with foodservice buyers, restaurateurs, chefs and culinary educators at various events including the Chefs Collaborative, the Women Chefs & Restaurateurs conference and the Flavor, Quality and American Menus conference.

An ongoing **menu study** reported lamb continued to show growth on menus of chain and independent restaurants.



**NUTRITION PROGRAM**

The ALB continues to support a nutrition education campaign that works to elevate nutrition influencer understanding and appreciation of lamb as a protein that embodies the modern understanding and image of health/wellness: a food to feel good about. The lamb nutrition messages and communication tools are in the process of being updated and enhanced based on the new nutritional analysis work funded by the ALB in 2015-2016 through Colorado State University. The analysis included all US lamb retail cuts, both grain and grass fed.

The US Department of Agriculture has reviewed the data and will include it in their next database update in the spring of 2017. All US lamb cuts (a three-ounce serving) except ground lamb classified as lean on average.



**EXPANDING MARKETS**

**Export Efforts:** The ALB worked with the US Meat Export Federation on promotion efforts for American Lamb in Mexico and the Caribbean.

**Ethnic Market Outreach:** Research shows the minority rules—Hispanic and Muslim Americans consume more than half of the total lamb supply in the United States. The ALB has developed a series of halal ads featured in a popular Muslim publication called Halal Consumer Magazine—a publication of the Islamic Food and Nutrition Council of America (IFANCA)—to help increase awareness and sales of American Lamb.





# RESEARCH AND EDUCATION

As a result of the Lamb Industry Roadmap, the American Lamb Board focused its research and education on programs that address the two Roadmap goals:

## 1 IMPROVING LAMB QUALITY AND CONSISTENCY

The ALB has been working with Colorado State University and the Ohio State University to determine how various production factors, including age, affect the flavor and palatability of American Lamb. The research also explored the opportunity to develop technology to detect lamb flavor profiles (mild, medium and bold) so the industry can deliver what consumers want.

For copies of the studies, contact the American Lamb Board's office: 866.327.5262.

## 2 INCREASING PRODUCTIVITY

The ALB and the American Sheep Industry Association's Lets Grow program have funded new best practices tools developed by industry experts; these new tools are designed to help increase productivity and profitability among the industry. There are 12 best practice topics covered, including nutrition, breeding and genetics, reproduction, accelerated lambing and more. By implementing as few as three of these best practices, producers could see improvements in flock production.

These new tools are available at [www.lambresourcecenter.com](http://www.lambresourcecenter.com), a new clearinghouse of information for the American Lamb industry.

# INDUSTRY COLLABORATION

In order for our industry to move forward it takes collaboration across many sectors and efforts.

## SUPPLIER FUNDING PROGRAM

The American Lamb Board designed the Supplier Cooperative Funding Program as a promotion tool for American Lamb suppliers and direct marketers to help fund branded retail, foodservice and/or consumer promotions. The cooperative funds are awarded twice a year.

## LOCAL LAMB PROMOTION PROGRAM

The ALB's Local Lamb Promotional Funding program is designed to expand the ALB's efforts to promote American Lamb throughout the country. The program provides funds to state and local lamb organizations to support activities and programs that promote American Lamb at the local level to consumers, media, chefs and/or retailers.

## LAMB RESOURCE CENTER

The new lamb industry resource center was developed to provide the industry with a clearinghouse of information about lamb, from production resources and marketing tools to events and funding opportunities. The site is meant to help the industry navigate where to find information and promote programs and resources provided by the national lamb industry organizations.

## FREE PROMOTIONAL MATERIALS AND TOOLS FOR DIRECT MARKETERS

The ALB has worked hard to develop free resources and promotional materials to support direct marketers:

- Customizable promotional materials
- High-quality photography, recipes, brochures, cut charts, videos and more
- Retail pricing calculator
- Research related to lamb quality and flavor, consumer attitudes and usage about lamb, menu studies and retail sales and market trends
- New product development and recipes utilizing mutton
- Best practice tools related to increasing productivity and boosting profits
- Connecting direct marketers to customers through our Where to Buy Lamb section on the website and through local event participation

## INDUSTRY SUPPORT

The ALB sponsors key industry organizations and activities that promote the American Lamb industry and/or American Lamb including: NSIP, the NLFA Leadership School, Lamb 300 and American Meat Science Association Meat Judging Program.



## TRI-LAMB YOUNG LEADER PROGRAM

IN FY 2016, the ALB launched a new Tri-Lamb Young Leader Program. This new program, coordinated through American Sheep Industry's Young Entrepreneur Program, was designed to create a forum of young producers and leaders from the United States, Australia and New Zealand to share ideas, network and to broaden the understanding of sheep production practices and issues in all three countries.

The four leaders that were selected to participate in the first Tri-Lamb Young Leaders Forum representing the United States for two years are:

**RM**
*Ryan Mahoney*

Ryan is a fifth-generation rancher from the Montezuma Hills of California. Ryan works with the Emigh Lamb Operation and runs their feedlot operation in Dixon, California. Ryan's progressive ideas about feeding lambs will help the industry become more efficient.

**KM**
*Karissa Maneotis*

Karissa and her family run a large sheep operation, High Country Lamb, outside of Steamboat, Colorado. They sell all of their lamb to local Whole Foods Markets. Karissa also works at Colorado State University in Fort Collins and helped oversee the 2015 National Lamb Quality Audit.

**KO**
*Katie Olagaray*

Katie and her family are third-generation Basque sheep producers from Northern California. She is currently pursuing her master's degree and soon PhD in ruminant nutrition with a dairy focus at Kansas State University. She hopes to return to California to work alongside her dad on his operation or begin her own herd.

**BO**
*Brad Osguthorpe*

Brad is a third-generation sheep rancher from Park City, Utah. He, alongside his wife, two brothers and father, runs a 10,000-ewe sheep operation. Brad has a tremendous passion for the sheep industry and eagerness to continue being actively involved in the American Sheep Industry as a whole.

The new Tri-Lamb Young Leader Program kicked off with meetings and tours in Australia and New Zealand in August 2016. Young leaders from the United States, Australia and New Zealand embarked on a two-week program across Australia and New Zealand, which included attending Australia's premier sheep industry event, LambEx 2016, as well as visits showcasing the industry supply chain.

In 2017, the US delegates will be hosting the young leaders from Australia and New Zealand for industry tours and visits highlighting the diversity of the US sheep industry.



*Working*  
TOGETHER



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