
AMERICAN LAMB BOARD

WWW.AMERICANLAMB.COM

FY 2017

Annual Report



WHO WE ARE

The American Lamb Board (ALB) is comprised of 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 in Denver, Colorado

AMERICAN LAMB BOARD MEMBERS

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

American Lamb Board
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866.327.LAMB (5262)

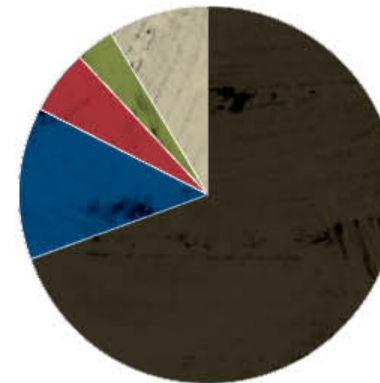
Consumer website: www.americanlamb.com
 Industry website: www.lambresourcecenter.com



2017 FINANCIALS

WHERE ARE YOUR CHECKOFF DOLLARS INVESTED?

Almost two-thirds of the funds are devoted to American Lamb promotions. By law the board's expenditure for administration is limited to 10% or less of the projected revenues.



Promotion	\$1,378,182
Communications	\$260,000
Research	\$114,015
USDA Oversight	\$61,993
Administration	\$170,032
Total Expenses	\$1,984,222

Your Lamb Checkoff is focused on building awareness and expanding demand for American Lamb and strengthening American Lamb's position in the marketplace, 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 3 CORE AREAS:

MARKETING
& PROMOTION

RESEARCH
& EDUCATION

INDUSTRY
COLLABORATION

MARKETING & PROMOTION

NEW CONSUMER POSITIONING AND CREATIVE PLATFORM

The American Lamb Board launched a new **Feed Your Adventurous Side** consumer campaign that represents the spirit of today's lamb industry. It takes lamb beyond its traditional use at holidays to a bold exploration of flavor and adventure.

Research conducted for the ALB shows an opportunity to position lamb as offering unique and adventurous flavor to capture the attention of consumers. The campaign reaches out to people most likely to desire new food favorites with lamb through social media, websites and other online destinations, supported by retail, foodservice and influencer programs. By capitalizing on how the target audience connects with information today through digital means, American Lamb will be in front of adventurous consumers.

The **Adventurous** campaign is the most visible American Lamb program funded by producers, feeders and packers to increase consumer awareness and spark purchase frequency. It was developed as part of the Checkoff's efforts to focus on long-range, steady programs that build awareness for American Lamb as a premier product.

SOCIAL MEDIA

Social media is the way consumers get their information and inspiration about food and is growing rapidly!

2 billion active social media users worldwide

5 million images uploaded daily on Instagram

500+ million tweets sent per day



Lamb- tastic Taco TUESDAYS

Learn more about lamb,
discover cooking tips
and more on our website.

AmericanLamb.com



FEED YOUR
Adventurous SIDE

SEASONAL CONTESTS & CAMPAIGNS

FEBRUARY DEEMED LAMB LOVERS MONTH



The American Lamb Board deemed February Lamb Lovers Month once again. The Facebook-based contest inspired consumers to show their love with lamb throughout the month of February. Consumers were led to our Facebook contest landing page/app where they were asked to fill out a short Lamb Libs survey to determine their lamb language of love. After completing the survey, consumers received custom recipes for their lamb language category and were entered to win lamb giveaways throughout February.

The ALB's blogger lambassadors also helped promote the contest with their own lamb lovin' recipes.

The campaign garnered 10,500 visits, almost 3,000 contest entries, 314 likes and 135 shares!



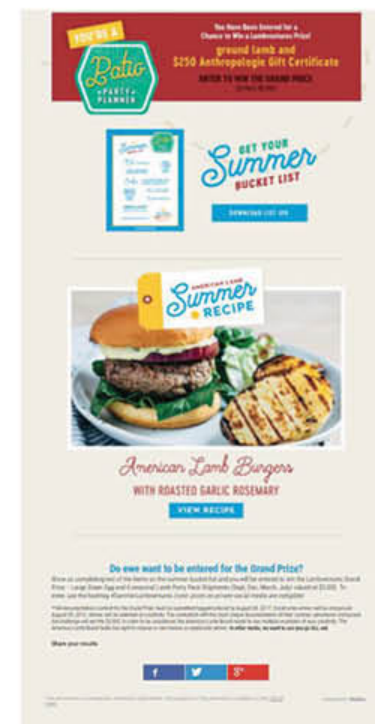
SUMMER LAMBVENTURES



The American Lamb Board launched the second Summer Lambventures campaign in June. A summer-inspired microsite was designed and packed full of fun grilling recipes and full menu concepts, tips on how to build the best lamburger, a travel guide and a link to the Make Some Memories with Lamb contest. The contest was a Facebook-based app where consumers selected one of four summer adventure personalities: Grilling Guru, Outdoor Adventurer, Fit Foodie and Patio Party Planner. After selecting a personality, consumers received a custom summer lamb menu and a summer bucket list and were entered to win a gift card catered to their personality. Then, for a chance to win the grand prize of a Green Egg and Lamb Party Pack, participants could complete two bucket list challenges and share by taking a photo and uploading it to Instagram, Facebook, Twitter or all three using the hashtag #summerlambventures.

The contest was also promoted through targeted social media advertising and posts and promotions with our blogger lambassadors.

The campaign drew more than 8,500 visits, 1,600 contest entries, 168 likes and more than 130 shares!



CELAMBRATE FRIENDSGIVING WITH AMERICAN LAMB!

CELAMBRATE Friendsgiving

Cheers TO FRIENDSGIVING!

HOST & TOAST YOUR WAY TO A FEAST WORTH CE-LAMB-BRATING!

RACK OF LAMB
IF YOUR APPETITE IS RIPE FOR RACK OF LAMB, PAIR WITH A FULL-BODED SYRAH.
The fruity and peppery notes complement the bold flavor of lamb, without being overpowering.

DID YOU KNOW?
THERE ARE 8 CHOPS PER RACK AND AN AMERICAN RACK WEIGHS ABOUT 2 POUNDS.

MAKING AUTUMN SALAD FLATOUT BOWLS?
Minimize dishes and spend more time with friends by turning your Flatout Flatbread into a bowl! Flip an oven-safe bowl upside down and spray with cooking spray, then drizzle the flatbread over top. Bake at 350 degrees for 5-10 minutes or until crisp and golden.

LAMB LASAGNA
CHEERS TO CHIANTI CLASSICO!
Embrace your inner Italian with this spicy, herbaceous wine that is a perfect pairing for Lasagna with Lamb Ragù.

SET IT AND FORGET IT. To save time day-of, combine lamb ragu ingredients in a slow cooker and cook on high for 4 to 6 hours or low for 8 to 9 hours.

SMOKY SPICY LAMB MEATBALL FLATBREADS + CRISP, DRY APPLE CIDER = MATCH MADE IN (MEATBALL) HEAVEN.
The robust spices and sweet potatoes found in this flatbread are balanced with a fruity, crisp hard cider to wash it down.

MAKE EXTRA MEATBALLS. Freeze and re-portion for a savory holiday appetizer in December.

DON'T FORGET DESSERT!
Woo your guests with a chocolate espresso flatbread brittle for a truly last-minute dessert.

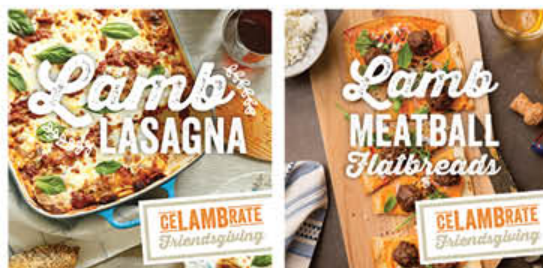
Chocolate FLATBREAD BRITTLE

The American Lamb Board's festive fall campaign was a big hit with over

17,000 contest entries,
605 likes,
more than 1,600 shares
and more than 28,000 visits!

Thanksgiving has long been a holiday celebrated with family and the traditional turkey, mashed potatoes and stuffing. Friendsgiving is the kind of Thanksgiving you get to have on your terms. You get the opportunity to choose your flock (your best buds) and mix things up with adventurous flavors and less traditional foods. Friendsgiving, a potluck-style celebration, usually takes place on the Wednesday before or the Friday or Saturday after Thanksgiving. This new tradition has caught fire the past five years, and millennials (consumers 18–35) are driving the movement.

The ALB partnered with Flatout Flatbread and Share Our Strength (SOS) to inspire consumers to incorporate American Lamb into their Friendsgiving celebrations while raising money for SOS's No Kid Hungry Program. The ALB and Flatout Flatbread raised \$12,000 to help end child hunger.



THE YEAR OF THE INFLUENCERS: OUR LAMBASSADORS

The American Lamb Board is working to make lamb more approachable and to inspire consumers to eat lamb beyond the traditional holidays. The ALB works with a group of 12 lambassador bloggers to develop and share interesting but not intimidating lamb recipes and photography across their channels and help expand the ALB's reach and educate consumers about American Lamb. From burgers to tacos to pasta and pizzas, the ALB has gathered an amazing variety of approachable recipes that incorporate adventurous flavors.

Expanding Our Reach

ALB Facebook: 46,000

ALB Instagram: 4,000

ALB Blogger Lambassadors, Facebook: 700,000

ALB Blogger Lambassadors, Instagram: 600,000

The College Housewife created an epic Kentucky Derby Soirée that included a DIY mint julep station, derby-themed decorations and the star of the party, Bourbon Biscuits and American Lamb Sliders!

Running to the Kitchen turned on the grill and kebobbed it up for Easter with her Smoky Grilled Apricot Lamb Kebobs.

Feasting at Home celebrated Cinco de Mayo by creating delicious Greek Lamb Tacos with Minted Yogurt Sauce.

Girl Carnivore mixed things up for Cinco de Mayo with Cumin Spiced Lamb Meatballs with a Chimichurri Drizzle for a bit of Mexican flair beyond the typical tacos. Yum!

HOLIDAY MEDIA MAILING

The American Lamb Board sent over **40 holiday packages** to food editors and test kitchen directors from foodservice and consumer media outlets including *Bon Appétit*, *Food & Wine*, *Rachael Ray Every Day*, *The Oprah Magazine*, *Good Housekeeping*, *Plate* magazine, *Flavor & The Menu* and more!



Getting It Right:

REACHING THE RIGHT CONSUMERS WITH THE RIGHT MESSAGES

The American Lamb Board allocates significant resources to building awareness in five key markets. The American Lamb Industry is working to build demand at the local level by reaching the right consumers in the target markets with the right messages. This local market strategy allows an authentic way for producers and suppliers to connect with chefs, media, retailers, butchers and consumers.



The American Lamb Board **PARTICIPATED IN A NUMBER OF LOCAL EVENTS** in our five target markets including food, music and fitness events.

The American Lamb Board **HOSTED COOKING CLASSES, FARM TOURS, AND RETAIL PROMOTIONS** in the target markets.



LAMB JAM BBQ BASH

The FY 17 Lamb Jam BBQ Bash Tour celebrated the traditions and flavors of American-raised lamb. Chefs from coast to coast stepped outside of their culinary comfort zones and served up inspiring BBQ lamb dishes during this year's BBQ-themed Lamb Jam tour in our five target markets. The Lamb Jam Finale was held during the Nashville Music City Food + Wine Festival Gospel Brunch, and the winning chef donated his prize of \$1,000 to his local charity partner, Chops Teen Center in Santa Rosa, California.

Over the past seven years, the tour has reached more than 200 chefs, more than 10,000 consumers and connected lamb suppliers with new customers.

THIS YEAR'S WINNING CHEFS/DISHES INCLUDED:

Boston

Chef Lars Taylor, The Honey Paw
Smoked Lamb Hot Dog with Spicy Lamb
Coppa, Kimchi Chowchow, Miso Mustard

Chef Rob Sonderman, The Federalist Pig
Smoked American Lamb Shoulder, Crispy
Hoe Cake, Charred Corn Esquites, Grilled
Pineapple Relish, Watermelon Radish and
Herb Salad, Red Chile Salsa

Seattle

Chef Heong Soon Park, Chan Restaurant
Glazed Lamb Ribs Grilled on Charcoal with
Perilla Kimchi and House-made Yogurt

Austin

Chef Jason Stude, Boiler Nine Bar + Grill
Braised Lamb Neck and Lamb Hummus

San Francisco

Chef Mark Stark, Bird and the Bottle
Shaved Pastrami Lamb on Everything Buns
with Fennel Kimchee, Kimchee Mayo and
Pickled Mustard Seeds

Nashville Finale

Chef Mark Stark, Bird and The Bottle
Won the ultimate title of
"Lamb Jam Pit Master"



LAMB JAM
BBQ BASH



winning dish



winning chefs





Lamb Jam brings together the media and local influencers including *chefs, butchers, farmers and ranchers* to expose consumers to the amazing flavor, versatility and approachability of American Lamb.



KEY HIGHLIGHTS *of the* FOODSERVICE PROGRAM IN 2017

Almost **\$200,000 in foodservice trade publicity was generated** including American Lamb articles and recipes in *Catering*, *Food Fanatics*, *National Culinary Review*, *Restaurant Startup* and more.

American Lamb quarterly **e-newsletters** were sent to more than 6,400 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 catering recipe sheets shared American Lamb appetizer recipes as well as lamb carving station concepts.

More than 360 chefs have reviewed the online "**Curriculamb**" and taken a quiz to receive 4.5 continuing education hours with the American Culinary Federation.

American Lamb information and recipes were shared online through foodservice magazine websites and e-newsletters.

American Lamb was the "**Ingredient of the Month**" for the American Culinary Federation in April 2017.

The American Lamb Board **shared the local lamb message** with foodservice buyers, restaurateurs, chefs and culinary educators at various events in FY 2017 including the American Culinary Federation's national conference, Chefs Collaborative summit, the Culinary Institute of America's Flavor Summit and more.

The American Lamb Board sponsored a tour for Sysco chefs and their key customers in Park City, Utah; the tour included a **visit to a local sheep operation, a butchery demonstration and meals featuring lamb.**

The 13th annual Taste of Vail's lamb cook-off, sponsored by the ALB and held throughout the streets of Vail Village, showcased 25 of the area's finest chefs preparing diverse dishes featuring leg of lamb.



AMERICAN LAMB WAS THE "*Ingredient of the Month*"
FOR THE AMERICAN CULINARY FEDERATION IN APRIL 2017.

Restaurants Celebrate American Lamb in March

Four restaurants in the Moana Restaurant Group (Piatti Denver, Piatti Seattle, Olla Cocina in San Jose and The Farmers Union in San Jose) celebrated American Lamb in March, menuing mouthwatering dishes featuring local lamb. “Our chefs created unique dishes to showcase local lamb and to celebrate the start of spring,” said Olya Bowland, marketing manager for Moana Restaurant Group. “Each of our restaurants are distinct and memorable and so were the lamb dishes they developed.”



The March American Lamb Specials included:

Provolone Stuffed
American Lamb Meatballs

Pulled American Lamb Ragù
with House-made Tagliatelle

Tender American Lamb Chops
with a Port Wine-Currant Sauce

Wood Fired American Lamb Skewers

Taverna American Lamb Sausage Pizza,
Spicy Lamb Ragout with Pappardelle

Braised American Lamb Shank with
Tomato, Black Olive and Roasted Pepper

American Lamb Ribs with Guava Mole

American Lamb Shank
Cooked Birria Style

American Lamb Meatballs
with Root Veggie Puree

American Lamb Burgers
with Tzatziki Spread

American Lamb Shank
Wrapped in Banana Leaf

American Lamb Skewers Served with
Tzatziki Sauce and Jalapeno Mint Chutney

AMERICAN LAMB BOARD WORKS WITH THE US MEAT EXPORT FEDERATION

While the majority of American Lamb is consumed in the US market, the American Lamb Board also works with the US Meat Export Federation (USMEF) to monitor trade issues and opportunities and to fund educational activities and promotions in key export markets. The mission of the USMEF is to increase the value and profitability of US lamb for producers and allied industries by enhancing demand for their products in targeted export markets. Greg Ahart from Superior Farms currently represents the ALB on the USMEF board of directors.



The US currently *exports* **8,428** metric tons of lamb per year, *valued at* **\$18,316,000.**

The top US lamb export markets include:

Mexico—6,571 metric tons or \$7.5 million
 Caribbean—679 metric tons or \$4.4 million
 Canada—396 metric tons or \$1.1 million
 Middle East—248 metric tons or \$1.1 million

NOURISH WITH LAMB: NUTRITION INFLUENCERS EVENTS

The American Lamb Board continues to support a nutrition education campaign through the Tri-Lamb's Nourish with Lamb program, which is designed to educate consumers and nutrition professionals about the nutritional benefits of lamb. In 2017, the program hosted three lamb seminars (in Dallas, LA and Berkeley) to educate registered dietitians, nutritionists and fitness and food bloggers about lamb's nutritional profile and versatility.



"...DESIGNED TO EDUCATE CONSUMERS AND NUTRITION PROFESSIONALS ABOUT THE THE *nutritional benefits of lamb.*"



RESEARCH & EDUCATION

The **Industry Roadmap** is a critically important project for the entire lamb industry. It brought together industry segments to identify and analyze the industry's major challenges, and to jumpstart efforts to solve those challenges together. Dr. Reid Redden, Sheep and Goat Specialist at Texas A&M AgriLife Extension Service, is the lead of a small team that will develop a white paper on Seasonality of US Lamb Production. The goals of this white paper are to cover the following:

- 1 THE TYPICAL LAMB SUPPLY, BOTH DOMESTIC AND IMPORT
- 2 THE TYPICAL DEMAND THROUGHOUT THE YEAR BY LAMB TYPE
- 3 THE OBVIOUS HOLES IN SUPPLY AND DEMAND
- 4 THE AVAILABLE INCENTIVES FOR MOVING SUPPLY
- 5 EXAMPLES OF THOSE (PRODUCERS, FEEDERS, PROCESSORS, ETC.) WHO HAVE ALTERED PRODUCTION TO STRETCH/SHRINK SUPPLY (TEXAS AS AN EXAMPLE OF AN INDUSTRY SHIFT)
- 6 THE TECHNOLOGY AVAILABLE TO AID IN THE SHIFT
- 7 THE TECHNOLOGY NEEDED TO AID IN THE SHIFT
- 8 A LOOK AT BREEDS/TYPES OF SHEEP AVAILABLE TO ALTER PRODUCTION



2017-2021

AMERICAN LAMB BOARD LONG-RANGE *Plan*

PROMOTION | INFORMATION | RESEARCH



Mission To increase the value of American Lamb for all segments contributing to the American Lamb Checkoff Program



SECOND PHASE OF FLAVOR RESEARCH UNDERWAY

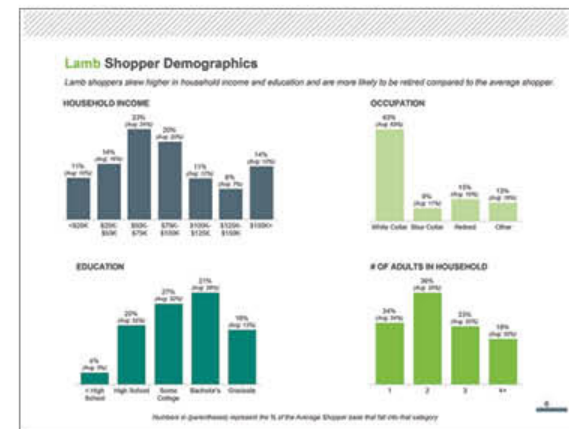
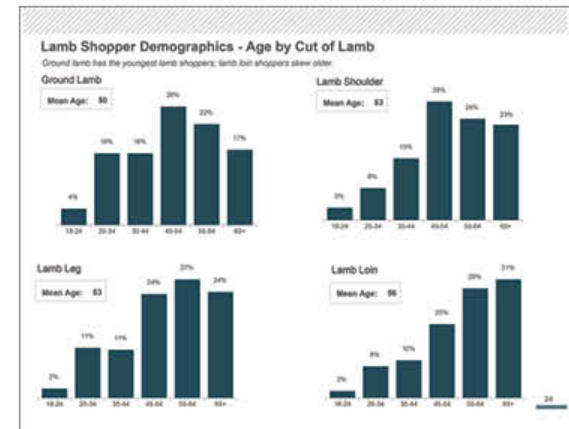
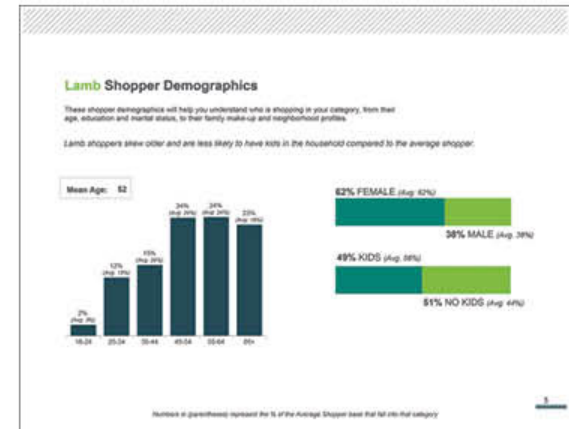
The American Lamb Board is most often known for the promotion of American Lamb and marketing efforts to build demand for it. But to continually promote American Lamb, the industry and the ALB must continue to improve quality and consistency of our product and product efficiencies.

The focus of the board is research and education of freshness, palatability, flavor, nutritional benefits and culinary versatility. To improve the quality of our American product, we must be at the front of lamb carcass quality research. The ALB has been working with Colorado State University to determine what production factors (such as age and background) affect the flavor and palatability of American Lamb. The second phase of this research is underway and will validate the REIMS technology that could analyze lamb samples in real time and accurately classify flavor characteristics. This research will help the industry deliver what the consumer wants. Stay tuned for updates on phase two of the Flavor Research.



INMAR SHOPPER SCANNER STUDY

The American Lamb Board commissioned a study to better understand the lamb shopper. The report provides valuable insights into lamb shoppers' behaviors and purchasing decisions, which will help marketers of American Lamb engage the right shoppers with the right messages and build more personal relationships to effectively influence increased lamb purchases. By understanding lamb shopper demographics and lifestyles, the ALB and American Lamb marketers can better evaluate marketing strategies and make smarter promotional decisions.



"Lamb rack shoppers
HAVE THE LARGEST AVERAGE
BASKET; LAMB SHOULDER
SHOPPERS HAVE THE SMALLEST."

INDUSTRY COLLABORATION

TRI-LAMB YOUNG LEADERS TOUR

The American Lamb industry hosted the first Tri-Lamb Young Leaders Tour. The tour included stops in Detroit, Michigan; Greeley/Fort Collins, Colorado; Steamboat, Colorado; Park City, Utah; and Sacramento/Sonoma, California. Leaders from Australia, New Zealand and the United States participated in the tour. They visited farms/ranches, processing facilities and much more!



NEW RECIPE BROCHURES HOT OFF THE PRESS

The ALB developed three new recipe brochures for industry partners to use at fairs, festivals or farmers' markets: Adventurous Global Flavors (five new recipes and images from Vietnamese Lamb Meatball Bowls to Kofta Meatloaf), BBQ Lamb Recipes (six new BBQ-themed recipes and a new smoker guide) and Simple Summer Grilling (four new grilling recipes complete with recipes for sides, desserts and beverages).



Clockwise from top left: BBQ Lamb Recipes brochure; American Lamb on the grill; Tri-Lamb Young Leaders; Tri-Lamb Young Leaders tour

SUPPLIER CO-OP PROGRAM AND LOCAL LAMB FUNDING PROGRAM

The Supplier Cooperative Funding Program is designed as a promotion tool for American Lamb suppliers and direct marketers to help fund branded retail, foodservice and/or consumer promotions.

The Local Lamb Promotional Funding program is intended to help support and build demand for American Lamb at the local and/or regional level. The ALB has allocated funds for FY 2018 to support new lamb promotion ideas targeting non-industry audiences (consumers, chefs, media, retailers, etc.).

STRATEGIC PLAN UPDATE

The ALB facilitated a strategic planning session during their FY 17 summer board of directors meeting. The ALB also wanted the industry's input on key issues, priorities and resource needs, and conducted a short survey to help provide direction to the board as they developed their long-range plan.

BEST PRACTICES FACT SHEETS

The American Lamb Board and the American Sheep Industry Association's Let's Grow program have funded new best practices tools, which were developed by industry experts and were designed to help increase productivity and profitability among the industry. The 12 best practice topics covered include nutrition, breeding and genetics, reproduction, accelerated lambing and more. By implementing as few as three of these best practices, you could see improvements in your flock production. These changes could result in higher profits while helping to meet the growing demand for American Lamb. Visit www.lambsourcecenter.com to download the new fact sheets.



Clockwise from top left: Feed Your Adventurous Side Facebook post; American Lamb Kofta and Green Chutney; Feed Your Adventurous Side ad



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