

On Fire in 2021

A N N U A L R E P O R T



AMERICAN
Lamb
PROMOTION BOARD

American Lamb on Fire in 2021

AMERICANS REDISCOVERED THE GREAT OUTDOORS. AND AMERICAN LAMB JOINED THEM FOR NEW OUTDOOR COOKING ADVENTURES.

Your mandatory American Lamb Checkoff has one of the smallest budgets of any national program – only Christmas trees and popcorn have less. We have to be exceptionally savvy and in touch with our consumers. It's been about 3 years since our rebranding project to bring new spark to American Lamb promotions. Even though the pandemic put a wrinkle in our plans, it truly brought forward opportunities.

I can honestly say that your American Lamb Checkoff lit a fire with consumers this past year. As they took to the outdoors for entertainment and relaxation, we helped them create fabulous meals with American Lamb. It's been one of our most successful campaigns to date.

That's just one of the American Lamb Board's accomplishments in 2021. What could have been months of downturn for our industry, has sparked some of the best sales increases we've seen. As I retire from the board after six years, the challenges we faced brought out incredible unity and new determination from all segments of our industry.

Let's keep this fire burning hot!

Gwendolyn Kitzan

2021 American Lamb Board Chairman



THERE'S SO MUCH MORE!
LambResourceCenter.com

Industry Outreach

THE NEW LAMB QUALITY VIDEOS SERIES

helps producers learn about carcass quality and the relationship with production practices. ALB and Premier 1 Supplies are co-sponsors.



North Dakota State University Extension Service is producing the series. Videos are available at LambResourceCenter.com and LambSummit.com.

THE YOUNG LEADERS' TRAILBLAZERS TOUR

in Texas showcased innovative industry practices. It was a cooperative effort of the National Lamb Feeders Association, ALB, American Sheep Industry Association and Texas A&M AgriLife Extension.

LAMB PROMOTIONAL PARTNERSHIP

PROGRAM assists local lamb groups as they reach out to consumers.



LAMB PROMOTIONAL TOOLS

from ALB support producers, including direct marketers, with resources for their events. Several items are available at no cost, such as newly updated recipe brochures.



Aug. 8-11, 2022

MICHIGAN STATE UNIVERSITY
LAMB QUALITY
PRODUCTION EFFICIENCIES

Research

SEPARATING LAMB BY FLAVOR PROFILES

Phase III research was completed. Being able to classify lamb into flavor profiles has the potential to market lamb more successfully to consumers. Phase III found that REIMS technology (Rapid Evaporative Ionization Mass Spectrometry) is quite accurate in predicting flavor attributes that correlate consumer sensory with testing. Texas Tech and Colorado State universities are collaborators.

LAMB'S ENVIRONMENTAL FOOTPRINT

RESEARCH continues at Michigan State University. This is the first such study.

? LambResourceCenter.com/Weekly-News

Promotions

THE FOOD BLOGGER NETWORK was expanded to include outdoor cooking experts for a total of **24** paid partnerships with a total social media reach of **6.9** million, who contributed **34** new American Lamb recipes with photos and videos. ALB brought the network together for an educational retreat during Trailing of the Sheep in Idaho.

CONSUMER MEDIA COVERAGE was largely positive about American Lamb, including coverage of the Outdoor Cooking Poll and growth of lamb retail sales.



TOTAL MEDIA REACH

20 billion impressions

4400 lamb articles

SEASONAL SOCIAL MEDIA CONTESTS continue to bring consumer attention to American Lamb through ALB social media channels and food blogger partners.



VIRTUAL EVENTS WERE SUCCESSFUL, so this approach will continue, along with select in-person events.

- Outdoor Cooking Workshop
- American Culinary Federation Butchery Demo
- Homemade® Consumer Cooking Classes

ALB FUNDED NEW CONSUMER RESEARCH in FY 2021 to better understand the impacts of Covid on consumer usage and attitudes about lamb. Heavy users of lamb are college-educated Millennials with families, live in urban areas and have a yearly income more than \$100,000. The research study is available from rae@americanlamb.com.

FOODSERVICE



Taziki's Mediterranean Cafe tested an American Lamb burger



Lebanese Taverna holiday takeout pack

American Lamb Consumer Social Media Channels

@FanofLamb

@AmericanLamb

@FanofLamb

@FanofLamb

Your American Lamb Board

THE AMERICAN LAMB BOARD IS YOUR NATIONAL MANDATORY CHECKOFF, FOCUSED ON BUILDING AWARENESS AND EXPANDING DEMAND FOR AMERICAN LAMB AND STRENGTHENING ITS POSITION IN THE MARKETPLACE, THEREBY INCREASING THE POTENTIAL LONG-RANGE ECONOMIC GROWTH OF ALL INDUSTRY SECTORS.

This requires building awareness through marketing and promotions, delivering consistent and quality products, increasing production efficiencies and working together on common goals to meet consumer needs.

All sectors are represented on the board: seedstock and commercial producers, feeders, direct marketers and processors. The board is nominated by certified industry organizations, appointed by the US Secretary of Agriculture and overseen by the USDA. Programs are implemented by staff in Denver, CO.



FY 2021 ALB Members

Brad Anderson
Travis Anderson
Carlos Barba
Peter Camino, Vice Chair
Tom Colyer
Mike Duff
Jeff Ebert
Don Hawk
Gwendolyn Kitzan, Chair
Dave McEwen
Rob Rule, Treasurer
Sally Scholle, Secretary
Gary Visintainer

FY 2021 Financials

Promotion	\$995,040
Communications	\$236,365
Research	\$106,098
USDA Oversight	\$132,640
Administration	\$132,009

TOTAL **\$1,602,152**

FY2021 was October 1, 2020, to September 30, 2021.

AMERICAN
Lamb
PROMOTION BOARD

American Lamb Board

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