



FY23 ANNUAL REPORT

Building Demand

AS DEMAND FOR LAMB GROWS IN THE UNITED STATES, INCREASING THE PRODUCTION OF QUALITY AMERICAN LAMB IS ESSENTIAL TO ENSURE CONSUMERS SHOP LOCALLY AND SUPPORT AMERICAN LAMB PRODUCERS.

Building demand for American Lamb and recapturing market share from imports are targets outlined in the Strategic Plan. While the industry has successfully built demand, capturing additional market share has proven more difficult.

The research shows that consumer interest in lamb is increasing, but this renewed interest in lamb is coming while US flock numbers are declining. If American Lamb can't fill the need for products and price points, that opens the doors for lamb imports. Lamb from competitors such as Australia and New Zealand has a definite price advantage and a consistent supply.

We must focus on increasing domestic production to compete and recapture market share as an industry. While a large portion of the ALB budget is spent on promoting American Lamb, investing in production is now more critical than ever. Programs to help new producers get started, and seasoned producers raise consistent quality products are also essential to reaching industry goals.

Throughout this report, you'll see how ALB is investing in programs to grow the domestic production of lamb. As we look ahead to 2024, this emphasis is even more vital as ALB is already working on the following:

- Food storage research that will extend the shelf-life of fresh American lamb while maximizing tenderness and improving yields.
- Paid grazing contract workshops to help producers secure environmentally sustainable and profitable grazing.
- Sponsoring the third Lamb Summit educational event to help sheep producers learn new production practices to increase profitability and produce a quality product that meets consumer expectations.
- New producer educational workshops designed to educate young and aspiring sheep producers.

Together, these research and educational opportunities and ongoing promotional programs that the ALB has built and grown over the last several years set the stage for an optimistic future for American Lamb.



PETER CAMINO

2023 American Lamb Board Chairman

Sustainability Spotlight

US CONSUMERS ARE INCREASINGLY SEARCHING FOR SUSTAINABLY PRODUCED FOOD SOURCES. THE AMERICAN LAMB STORY IS ONE OF US FARMERS AND RANCHERS COMMITTED TO SERVING THE LAND, THE ANIMALS, AND THE LOCAL COMMUNITIES.

ALB IS THE INDUSTRY'S STORYTELLER.

The American Lamb industry has a long tradition of sustainability. From large-scale range operations in the west to smaller farm flocks in the east, raising sheep improves the quality of our land, supports rural communities, and provides food and fiber for the nation.

Here's how ALB shares our story with consumers across the country who are hungry for a food source that aligns with their values.

THE CLIMATE SMART GRANT awarded to ALB will fund a \$5 million, 5-year project to measure and report carbon sequestration, soil health and additional environmental benefits realized through prescribed sheep grazing. After implementing management practices, a pilot marketing program will test climate smart lamb messaging with the consumer market.



NEW ALB SUSTAINABILITY DIRECTOR

Camren Maierle, PhD., will lead ALB's research and producer education initiatives and work to advance the sheep industry's commitment to sustainability. Maierle has already worked to develop a nationally recognized solar grazing education program and cultivate other contract grazing opportunities. Maierle will also manage many aspects of the Climate Smart Grant.

NAPA RETREAT EDUCATES INFLUENCERS about grazing best practices. ALB hosted food influencers, food media, journalists, and chefs to highlight sustainable grazing practices. Attendees heard from sheep producers and vineyard managers about the positive impact sheep are having on-site while enjoying locally produced wines. Attendees learned sheep's vital role in biodynamic farming to increase the quality of fruit produced while providing a more sustainable farming option.



THE “STEWARDS OF THE LAND” VIDEO tells the American Lamb Story to sustainability-minded consumers. The video features American Lamb farmers and ranchers across the US using sheep to enhance landscapes, improve habitat, support wildfire prevention, and even help other industries be more sustainable, as sheep offer natural weed control around vineyards and solar operations. Through a partnership with Outside Inc., the world’s leading active lifestyle media brand, ALB launched a new Sheep Grazing video designed to increase consumer awareness and familiarity with American Lamb as a healthy and sustainably produced protein.



INSIDE THE NUMBERS

20,000

reached in ALB sites

630,000

reached through Outside media campaign

Watch the video online.



NEW SUSTAINABILITY REPORT tells the American Lamb story to consumers. Working with the American Sheep Industry Association (ASI), ALB developed a consumer-facing report detailing the industry’s commitment and contributions to sustainability. The report outlines the

American Sheep Industry Sustainability

Our commitment to care for our sheep, the environment and our communities.



history, the values, and the positive impact of sheep in communities nationwide. It’s one more way ALB is working to connect producers to new consumer markets.



A LANDMARK ENVIRONMENTAL FOOTPRINT STUDY by Michigan State University outlines best practices for the US sheep industry to reduce greenhouse gas (GHG) emissions. Many of the suggested practices align with the Lamb Crop Best Practices developed to improve on-farm productivity and profitability. Reducing lamb loss, breeding ewes earlier, and optimal nutrition practices are all areas where producers can maximize productivity while reducing GHG emissions. The full report and a summary can be downloaded from LambBoard.com.

Promotional Highlights

THE ALB FOOD BLOGGER NETWORK IS HEATING UP. Bloggers and social media influencers have taken a genuine interest in American Lamb, even attending farm and ranch retreats to learn more about the industry. While they create fantastic content for ALB's social media channels and website, they also share innovative new content on their social channels, drastically expanding the program's reach.



18

food bloggers



45

new recipes and videos



4+ Million

reach

KITTCH IS COOKING UP SOME NEW PROMOTIONAL OPPORTUNITIES for American Lamb. Dubbed "The Food Network for a new generation," this online community for professional chefs and home cooks has over 28 million users worldwide. A targeted ALB campaign includes livestream cooking classes, recipes, newsletters, digital ads and social promotions, which have reached more than 4 million consumers with American Lamb recipes and resources.

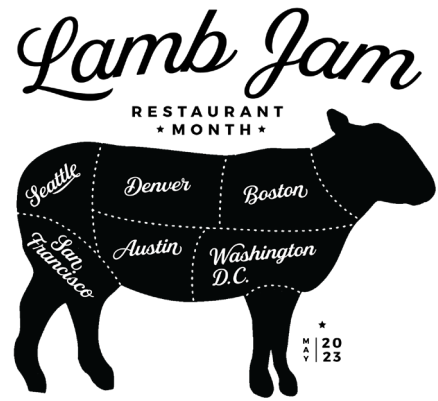


THANKS TO CHECKOFF SUPPORT, CHAIN RESTAURANT DOUBLES DOWN ON AMERICAN LAMB with a new Southern-style Lamb burger launched in 2023. This follows the Mediterranean Lamb Burger, which was permanently added to the menu for Taziki's Mediterranean Café after a promotional period. Headquartered in Birmingham, Ala., Taziki's Mediterranean Café has 90 locations spanning 16 states nationally, with most locations in the Southeast.

BUILDING RELATIONSHIPS WITH BUTCHERS. The continued trend toward local food sourcing has put hometown butchers and specialty meat shops on the radar of likely lamb consumers. Recent research found that 24% of consumers purchased retail lamb at independent markets or butcher shops, and 65% of purchasers were considered "lamb users," making these local butchers a significant outlet for marketing the benefits of American Lamb. To educate and re-engage this unique audience of influencers, ALB sent 50 new "Butcher Box" direct mail kits to butchers across the US.



LAMB JAM GOES BIG WITH A MONTH-LONG DINE-AROUND CELEBRATION. This growing event was a tremendous success in 2023, as it broadened its scope to a month-long dine-around celebration, reaching people locally in six markets and online.



48
new lamb menu items developed



7,200
pounds of lamb
enjoyed



2,000
consumer
votes



20,000
increase in unique
website visitors



660,000
impressions from
sponsored content

RETAIL PROMOTIONS DRIVE SALES OF AMERICAN LAMB. Promotions with three significant retailers increased sales. Look at the numbers.



Kroger

11 STATES

- 70 events
- 9,125 samples
- 6% increase in sales
- 16.6% of new household purchases repeated purchase 12 weeks post-event

Raley's

NORTHERN CALIFORNIA

- 16 events
- 1,700 samples
- 77% increase in sales

HEB

TEXAS

- 120 events
- 4,600 units sold (28% over projections)

Culinary Events

CULINARY EVENTS MAKE IMPACTFUL INDUSTRY CONNECTIONS. ALB PARTICIPATES IN EVENTS TO BUILD AWARENESS AND CONNECT WITH CHEFS, CONSUMERS AND OTHER INFLUENCERS. MANY OF THESE EVENTS ARE IN KEY MARKETS OR FOCUS ON REACHING ESSENTIAL MARKETS FOR AMERICAN LAMB. HERE'S A SAMPLING OF THE EVENT PARTNERSHIPS IN 2023.

DURING THE TELLURIDE RESERVE CONSUMER EVENT, ALB showcased American Lamb on three occasions. The “Baja & Bordeaux” luncheon featured boneless lamb loin enjoyed with mole and roasted parsnips. Attendees of the “Farm to Gallery Dinner” hosted in the Telluride Art Gallery were treated to Baharat rubbed lamb roast. The Saturday grand tasting in Mountain Village highlighted lamb neck Barbacoa tacos, prepared in partnership with a local chef.

THE SECRET SUPPER® SERIES HOSTED CONSUMERS AT FARM-TO-TABLE DINNER PARTIES in crucial metro markets for American Lamb. The event brings people together around great food and wine in stunning and unique locations, so highlighting American Lamb in a farm or ranch setting perfectly aligns with its goals.

TACOLADO EVENT IN SAN FRANCISCO FEATURED TACOS MADE WITH AMERICAN LAMB. The event, hosted by La Cocina, featured a Mediterranean “taco” on a pita, a smoked lamb rib Barbacoa taco and a lamb shoulder Barbacoa taco. La Cocina is a non-profit working to solve equity problems in business ownership for women, immigrants, and people of color.

HARVEST WEEK FEATURED AMERICAN LAMB. This 4-night culinary event in Denver is a fundraiser for EatDenver and The Grow Haus, nonprofits serving the restaurant industry and those needing food in the Denver area.

STEWARDS OF THE LAND RANCH TOUR HOSTED LEADING HEALTH PROFESSIONALS. This inaugural event educated health professionals on how American Lamb is raised and how our farmers and ranchers care for the land. Many health professionals are gatekeepers for information about food and nutrition. In addition, many of these professionals are well-connected with the media and can help share the nutritional benefits of American Lamb as part of a healthy diet.

ALB HOSTED A VIRTUAL NUTRITION WORKSHOP FOR CONSUMERS. Attendees learned the principles of culinary medicine and how to incorporate American Lamb into a healthy diet.

PRESENTATION TO DOTDASH PUBLICATIONS, AMERICA'S LARGEST DIGITAL AND PRINT PUBLISHER, featured American Lamb. This multi-faceted media event featured the new sustainability video, a Q&A with California producer Brittany Cole Bush, a butchery demo, and a sampling of American Lamb bites.

ALB SPONSORED THE WORLD'S LARGEST FOOD AND NUTRITION EXPERTS MEETING at the Food & Nutrition Conference & Expo (FNCE) in Denver, CO. The cocktail sponsorship was an opportunity to engage with the nutrition audience while serving lamb bites and pouring wine from a vineyard that is currently using sheep grazing as part of its management practices.



Research & Education

THE INDUSTRY SURVEY CONDUCTED LAST FALL WILL GUIDE industry education and research efforts so that checkoff funds are invested where they will make a difference. Findings will be compared to those from a similar survey conducted in 2011 to show overall changes throughout the industry over the past 12 years.

LAMB QUALITY AUDITS DRIVE CONVERSATIONS ABOUT PRODUCING A CONSISTENT AND RELIABLE PRODUCT THAT MEETS CONSUMER'S EXPECTATIONS. Two studies supported by ALB and conducted by Colorado State University (CSU) and the University of Idaho (UI) look to quantify marketplace preferences for American Lamb, including marbling, flavor, and tenderness. These reports will be a foundation for developing programs addressing American Lamb's quality in the marketplace as we transition into the new year.



SUSTAINABILITY IS AT THE CENTER OF ALB'S RESEARCH AND EDUCATION INITIATIVES. The Climate Smart Grant has helped ALB conduct new research, like the Environmental Footprint Study while also educating consumers about sustainability across the industry. ALB was able to specifically target select influencers in the NAPA retreat and then reach more than half a million consumers directly through educational pieces like the "Stewards of the Land" video and the new Sustainability Report. Sustainability will remain at the forefront of ALB's work in 2024.

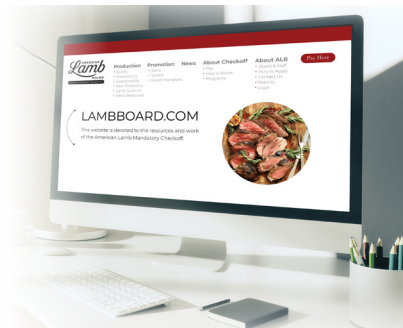
Industry Outreach

NEW MANDATORY LAMB CHECKOFF SYSTEM CHANGES RESULT IN A SIGNIFICANT BUDGET INCREASE. Additional funds have allowed the board to add new programs like Kittch and the new sustainability video launched with Outside ads, in addition to expanding existing programs. Additional funds have allowed ALB to increase food service advertising and sponsor more events. The additional funds allowed the board to hire a new Sustainability Director to focus on producer education and increasing domestic production.

DEVELOPING YOUNG LEADERS FOR THE AMERICAN LAMB INDUSTRY. ALB sponsored the 36th Annual National Lamb Feeders Association (NLFA) Howard Wyman Leadership School, a five-day program that educated 28 participants with presentations and hands-on sessions. The school is an opportunity for young producers to learn about various topics in the lamb industry. Topics included genetics, meat quality, processing, value-added products, marketing, etc.

ALB LAUNCHES A NEW WEBSITE WITH PRODUCER RESOURCES.

A wealth of information is provided on the new site, including best practices for sheep productivity and efficiency, lamb quality, recipes and premium items for local promotions in the ALB Store, free downloadable handouts, details on ALB's cooperative funding program and the latest news and results of the American Lamb Checkoff's activities. **VISIT [LAMBBOARD.COM](https://lamboard.com)**



ALB'S PROMOTIONAL PARTNERSHIP PROGRAM IS DESIGNED TO CREATE MORE FLEXIBILITY for industry partners and allows applications to be submitted throughout the year. In 2023, ALB was able to sponsor more than 20 events across the country. For a complete list of sponsored programs, visit LambBoard.com

- Washington Wool Growers Lamburger Booth
- National Ram Sale lamb lunch/sampling
- Trailing of the Sheep
- Bluegrass Lamb Grains & Grit Festival Live Fire Whole Lamb Roast
- Idaho Wool Growers Harvest Festival Lamb Sampling
- Ozark Fiber Lamb Sampling
- Colorado Sheep Sugar Beet Festival Lamb Sampling
- Texas Field Day Educational Workshop
- Kitzan Family Farm New Product Development
- WY Wool Growers Ewe Sale Lamb Lunch
- SD BBQ Competition
- IL Festival Lamb Sampling
- TN Annual Meeting Lamb Sampling
- MSU Sigma Phi Conference Lamb Sampling
- Meeker CO Grown Lamb Fest
- KY Sipp Event Lamb Sampling
- MA Sheep & Woolcraft Lamb Sampling
- Great Lakes Brewery Celebration with American Lamb
- Iowa Burger Event
- Little Bit Greek Food Truck

Looking Ahead



FOOD STORAGE RESEARCH AT NORTH DAKOTA STATE UNIVERSITY (NDSU) LOOKS AT EXTENDING THE SHELF-LIFE of fresh American lamb while maximizing tenderness and improving yields. Suspended Fresh is a patented food storage process that could also improve product availability.

PRESCRIBED GRAZING CONTRACTS PRESENT TREMENDOUS OPPORTUNITIES FOR SHEEP PRODUCERS. Sheep grazing helps eliminate dried plants that might otherwise become wildfire fuel, and grazing in vineyards and solar farms helps clear weeds while reducing or removing herbicide use. Training is needed to ensure sheep producers benefit from these grazing contract opportunities. ALB's grazing workshops are designed to outline new and existing opportunities through targeted grazing. Producers who attend will be able to learn about the in-depth process of using sheep to provide a grazing service.

THREE GRAZING WORKSHOPS HAVE BEEN SCHEDULED FOR 2024:

- Temple, Texas, May 8th-10th
- Roxboro, North Carolina, May 20th-22nd
- Fresno, California, Summer 2024

Attendance is limited to 150 producers, and registration costs \$200. For more information and to register, contact Camren Maierle at Camren@americanlamb.com



AMERICAN LAMB SUMMIT IS AN EDUCATIONAL OPPORTUNITY

to help sheep producers learn new production practices to increase profitability and produce a quality product that meets consumer expectations. The third American Lamb Summit will be held July 24-26, 2024, at the University of Idaho in Moscow, ID. Registration opens on March 1.

American
Lamb **SUMMIT**



A NEW PRODUCER EDUCATIONAL WORKSHOP creates a template for educating young and aspiring sheep producers. In partnership with the Kentucky Department of Animal and Food Sciences, ALB hosted a workshop for new sheep producers. Led by industry experts, the workshop taught a wide range of production and sustainability practices to help young producers build a profitable business. As a result, resources and funding for similar workshops in other states are planned for 2024.

NEW GHG EMISSIONS CALCULATOR IN DEVELOPMENT. ALB has partnered with Michigan State University (MSU) to develop a GHG emissions calculator that allows producers to generate customized on-farm reports. This easy-to-use, hands-on tool will be designed to help producers measure current emissions and create a custom profile for their farm. In addition, the tool will help producers model how changing practices could impact emissions. The new calculator will allow US sheep producers to model which changes could significantly impact GHG emissions. The calculator can be used to help producers create both short- and long-term management goals.



HELPING AMERICANS FALL IN LOVE WITH LAMB. In February, ALB is conducting a “Show Us Your Chops” campaign to celebrate Lamb Lovers Month. The campaign features a recipe booklet with information about the benefits of American Lamb. The promotion also includes giveaways for restaurants and butchers participating in the campaign.

Your American Lamb Board

INDUSTRY REPRESENTATION AND DIVERSITY WAS TOP OF MIND WHEN THE MANDATORY LAMB CHECKOFF WAS PLANNED SO THAT THE US SHEEP INDUSTRY WHO PAYS ASSESSMENTS IS REPRESENTED. THERE ARE 13 MEMBERS OF THE AMERICAN LAMB BOARD, AND THEY MUST MEET SPECIFIC CRITERIA.

The board is appointed by the Secretary of Agriculture and represents all industry sectors, geographic regions and sizes of production. The work of the ALB is overseen by USDA and supported by staff in Denver, Colorado. ALB funds promotions, research and industry education programs that are designed to strengthen the competitiveness of the US lamb industry.



AMERICAN LAMB CONSUMER SOCIAL MEDIA CHANNELS

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FY 2023 ALB MEMBERS

Andrew Allman, CO
Carlos Barba, IL
Peter Camino, WY – Chair
Mike Duff, ID
Jeff Ebert, KS – Vice Chair
David Fisher, TX – Secretary
Don Hawk, OH – Treasurer
Dave McEwen, MT
Jimmy Parker, AL
Karissa Isaacs, CA
Steve Schreier, MN
Sally Scholle, PA

FY 2023 FINANCIALS




Promotion	\$1,865,622
Communications	\$348,282
Research	\$240,697
USDA Oversight	\$142,245
Administration	\$173,133
TOTAL	\$2,769,979

FY2023 was October 1, 2022, to September 30, 2023.



American Lamb Board

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