

A large flock of sheep is moving through a field of tall, golden grass. The sheep are densely packed and appear to be moving in a single direction. The background shows rolling hills under a warm, golden light, suggesting a sunset or sunrise. The overall scene is a classic representation of a sheep drive in a rural, mountainous area.

AMERICAN
Lamb

FY22 ANNUAL REPORT

It's Been a Tough Haul.

NO SENSE SUGAR-COATING 2022 – OUR INDUSTRY FACED MANY CHALLENGES. OVERALL PRICE INFLATION, LABOR CHALLENGES AND ECONOMIC DOWNTURN CREATED PRESSURE ON THE US LAMB INDUSTRY.

The Covid pandemic caused huge losses within lamb's fundamental fine dining market and many restaurants are still struggling and/or permanently closed. While Covid created opportunities for growth in lamb retail sales and at-home consumption, the domestic flock is dwindling and more product is being supplied from Australia and New Zealand.

During this past tough year, your American Lamb Board (ALB) worked to support our loyal American Lamb retail and foodservice customers, and invest in programs and strategies that can strengthen our long-term competitiveness. Making American Lamb the preferred choice of consumers, chefs and retailers is at the core of your American Lamb Checkoff's promotion, information and research programs.

- The 2022 Lamb Summit focused on strategies to improve quality and consistency, and opportunities to strengthen our industry, including ways to take advantage of the growing non-traditional market.
- Consumer interest in sustainability is becoming mainstream. The first American Lamb environmental impact research neared completion in 2022, ALB established a new sustainability task force and proactive messaging has begun.
- The Lamb Board continued to work with influencers to educate consumers about the nutritional values and versatility of American Lamb. New recipe development focused on economical cuts and ingredients.
- ALB worked with American Lamb suppliers to support retailers who are committed to American Lamb through partnerships such as in-store sampling and point of sale materials.
- Because of your checkoff, our industry supported a fast casual restaurant chain with a double-burger promotion to expand its American Lamb menu offerings.
- ALB began a project with the University of Wyoming to create a pilot benchmarking system with the goal of helping producers increase their productivity, attract new producers and support domestic sheep production growth.

Even though many challenges are out of our control, it's critical that we keep driving forward as hard as we can to promote American Lamb and the US Sheep Industry. We are hopeful that 2023 brings new opportunities that will help our industry recover.



PETER CAMINO
2022 American Lamb Board Chairman

Promotion Highlights

ALB'S PROMOTIONS WORK TO EXPAND THE USE OF AMERICAN LAMB BEYOND HOLIDAYS BY INSPIRING PEOPLE TO LOVE OUR PRODUCTS FOR THEIR FLAVOR, VERSATILITY AND NUTRITIONAL VALUE. ALB FOCUSES ON EDUCATING AND MOTIVATING THE CHANNELS AND INFLUENCERS THAT FEED CONSUMERS INCLUDING CHEFS, NUTRITIONISTS, BUTCHERS, FOOD BLOGGERS AND MEDIA.

ALB'S FOOD BLOGGER NETWORK kept its most successful members. New influencers with YouTube and global flavor expertise, such as Asian, Mediterranean and Middle Eastern/halal, were added.



17 paid
partnerships



58 new
American
Lamb recipes



New
YouTube videos



1,461,396
American Lamb
impressions

SOCIAL MEDIA CONTESTS bring attention to American Lamb. ALB had at least 1 online contest every month. Contests bring a higher level of consumer engagement, linking product usage with a reward.



Cultural Connections: Each month a new region of the world was highlighted with a spice blend giveaway.



Easy Entertaining with Lamb:
Galentine's, Spring Brunch,
Outdoor Cooking Adventures



INFLUENCER RETREATS & WORKSHOPS immersed attendees in a lamb industry experience tailored toward their interests. Examples include nutrition workshops for registered dietitians and the food blogger retreat in Idaho for Trailing of the Sheep.

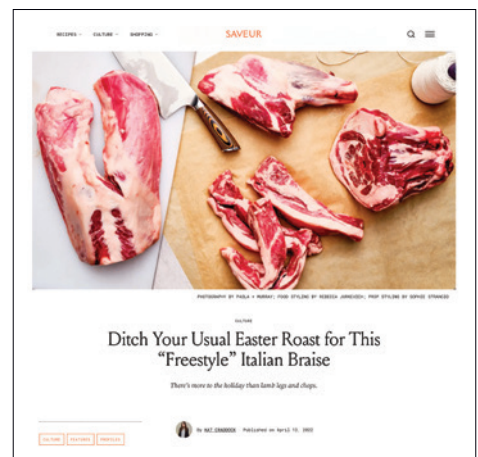


CONSUMER EVENTS jumped to 21 total in FY2022, a combination of virtual and live. After the pandemic hiatus, live events returned to key markets such as Austin, TX; Washington, DC; Boston; San Francisco; Seattle; and Denver.

FOODSERVICE programs stressed the benefits of American Lamb (10,000 miles fresher) incorporating a “shepherd to chef” message in many instances.

Following last year’s successful pilot promotion, ALB again teamed up with almost 90 Taziki’s Mediterranean Café locations to feature a limited time American Lamb Burger. Taziki’s founder and CEO called it “an overwhelming success this summer!”

Chef outreach continued with digital ads, foodservice publication articles, a new Culinary Institute of America video and culinary workshops.



CONSUMER MEDIA refocused in FY2022, introducing stories about grazing to support the industry’s sustainability. A major achievement was a feature recipe in Saveur magazine.

Research Review

YOUR LAMB CHECKOFF ASSESSMENT FUNDS research on lamb quality, productivity issues and other important topics, such as environmental impacts.

SHEEP SUSTAINABILITY is the focus of a new industry task force. It will introduce a new sheep sustainability report in FY2023, representing the sheep industry's commitment to sustainability and describing the industry's existing practices and goals for continuous improvement in animal care, environmental stewardship, social impacts and industry productivity.



THE FIRST ENVIRONMENTAL FOOTPRINT STUDY from Michigan State University (MSU), funded by the ALB, completed its first objective: a methodology to estimate greenhouse gas emissions by a sheep operation and a set of metrics to capture the diversity of US sheep production and marketing. The next objective is to develop mitigation strategies and best practices for each production system.

Industry Outreach Summary

LAMB CHECKOFF FUNDS are used to develop a variety of promotional tools for industry use, support local promotional programs, host educational conferences and develop the next generation. It is also critical for ALB to keep its contributors and industry partners informed about programs and resources through newsletters, advertisements, trade media outreach, presentations and reports.

MANDATORY LAMB CHECKOFF COLLECTION SYSTEM CHANGES as of Jan. 1, 2022, applied to animals sold through auctions, including sale barns, video/online sales, and sales at shows and fairs. These auctions now collect both live weight assessments and per head (first handler) assessments as of January 21, 2022.

THE SECOND AMERICAN LAMB SUMMIT August 8-9, 2022, in East Lansing, MI, met expectations and more. Its sponsors, ALB and Premier 1 Supplies, set out to give good reasons for the industry to push beyond the status quo. The 250-plus industry participants took in hands-on sessions about lamb quality and productivity. They sampled lamb like a consumer taste panel would, saw how ultrasound measures muscle quality in live lambs, evaluated lamb carcasses, and tested their skills at visually assessing animal quality with and without the aid of genetic data.



LOCAL LAMB PROMOTIONAL FUNDING grants from ALB helped local producer groups conduct 19 projects to reach consumers in their communities. Examples include the Lamburger Booth at Central Washington State Fair and the Indiana Wine & Food Festival.

YOUNG LEADERS are true investments in the industry's future. ALB sponsors educational events in partnership with US sheep industry partners.

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.

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

 @FanofLamb

 @FanofLamb

 @AmericanLamb

 @FanofLamb

FY 2022 ALB MEMBERS

Andrew Allman, CO

Travis Anderson, TN

Carlos Barba, IL

Peter Camino, WY – Chair

Mike Duff, ID

Jeff Ebert, KS – Vice Chair

David Fisher, TX

Don Hawk, OH – Treasurer

Dave McEwen, MT

Jimmy Parker, AL

Steve Schreier, MN

Sally Scholle, PA – Secretary

Gary Visintaine, CO

FY 2022 FINANCIALS

Promotion	\$1,102,739
Communications	\$356,863
Research	\$188,966
USDA Oversight	\$138,201
Administration	\$166,296


TOTAL **\$1,953,067**


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Cover photo by Michael Edminster


AMERICAN
Lamb
PROMOTION BOARD

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