

10 Facts

ABOUT AMERICAN LAMB FLAVOR

- 1 Flavor matters!** Research consistently proves that consumer flavor preferences are reflected in their lamb purchase decisions.
- 2 Outstanding flavor required** for our premium position in the marketplace. We must guarantee consistent, outstanding flavor of American Lamb to continually satisfy consumers and have them choose our product.
- 3 Eating satisfaction** - flavor and taste - is the most prominent factor defining lamb quality. This was clearly identified in the 2015 National Lamb Quality Audit (NLQA).
- 4 Differentiating American Lamb** for its flavor is the clearest path to achieving price premiums. The NLQA showed that **71.7%** of US lamb purchasers are willing to pay a premium for guaranteed eating satisfaction and they were willing to pay a **18.6%** premium for such.
- 5 Several controllable factors influence the flavor** or taste of lamb, checkoff research proves. Altering the composition of lean and fat will impact flavor and are influenced by differences in production background, days on feed, animal gender and age. (Tatum, 2014)
- 6 Technology can differentiate lamb flavors** and segregate lamb carcasses into expected eating quality groups. Off-flavors can also be detected using technology. This was the purpose of the checkoff-funded Lamb Flavor Study Phase I. (Maneotis, 2016)
- 7 Using REIMS** to identify off-flavors in lamb carcasses is a predictable method. And, it holds promise for its use in harvest facilities at typical production speeds, concluded the Lamb Flavor Study Phase II. REIMS stands for Rapid Evaporative Ionisation Mass Spectrometry. (Gifford, 2018)
- 8 Age and duration of feeding** influences flavor. Phase I and II of the Lamb Flavor Study found that meat from yearlings fed a more consistent diet for longer periods tended to have a milder flavor than from lambs. (Gifford, 2018)
- 9 Lamb Flavor Study Phase III** is evaluating the ability of consumers to differentiate specific lamb flavor nuances. The study will also determine if REIMS can identify and sort sheep meat flavor based on consumer ratings and preference. This is a checkoff-funded study.
- 10 We're starting in a strong position** but we need to get even better. Compared to imported lamb, US loin chops have higher consumer sensory and overall acceptability scores, and earn more ratings into both "everyday quality" and "premium quality" categories (Phelps, 2018). Yet, our competitors are aggressively pursuing ways to improve quality.



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