

ALB COOPERATIVE FUNDING PROGRAM

Final Report

Submit this final project report within 6 weeks of the project completion to Rae@AmericanLamb.com. Refer to your approved application to help you complete this report.

Report Date April 4, 2025

Name Joe Sheperd Organization Southeast Sheep Producer Assn.

Mailing Address 1212 Sheephook Lane City Collinsville State AL Zip 55121

Phone 121-555-5555 Email southeastsheep@sheephook.net

Project Name Atlanta Lamb Month Promotion Date of Project Feb. 11, 2024

Amount Requested for Project \$ \$450 Location of Project High Street Local Meats

Which of the ALB 2023-2028 Strategic Plan goals did this project address:

- Marketing:** Grow consumer demand for American Lamb
- Research, Education and Innovation:** Optimize/prioritize research and education efforts to improve product quality and consistency, increase productivity and grow the year-round supply of American Lamb
- Industry Services:** Expand awareness, understanding, engagement and involvement of stakeholders in the American Lamb Checkoff

Which of these audiences did this project reach?

- Consumers**
- Current or potential sheep industry members**

Briefly describe the project. Make note of any changes from the approved project.

Southeast Sheep Producer Assn. worked with High Street Local Meats, a high-end Atlanta butcher shop which sources lamb from Southeastern US producers, to conduct a Lamb Lovers Month promotion on Feb. 10, 2025. We changed this from Feb. 11 due to competing activities. We helped High Street connect with additional producers in the region to secure local lambs for processing to assure adequate supply. We used ALB Lamb Lovers' Month graphics, recipes, and other resources to extend the national promotion. We partnered with High Street on a promotional poster, store front banner, social media posts and Google ads. These were approved by ALB before use. On Feb. 10, local lamb producers were in the High Street store to assist with sampling ALB recipes for lamb meatballs and rosemary lamb chops. Producers provided information on lamb production related to benefits of choosing American Lamb, animal care and sustainability.



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What were the approved goals of this project and explain how they were or were not met. Refer to the approved application.

1. Serve a total of 75 samples, with 35% of those trying samples purchasing American Lamb the day of the promotion. We served more than 125 meatball samples and 83 lamb chop samples. We ran out of the chop samples but we turned this into an opportunity to showcase the ground lamb as a great alternative with a lower cost. We were able to make more meatball samples as we realized the crowd was better than expected.
2. Establish a relationship with High Street Local Meats so they increase recommending American Lamb to their customers and seek out ideas and promotional tools from us or ALB. The owners of High Street reported this was a very successful experience for them to gain connections with more local lamb direct marketers, gain knowledge about production issues, and get solid evidence that their customer base was very receptive to American Lamb. We are in discussions about a fall tailgating event.
3. Run 3 social media posts with boosts or similar methods to increase engagement, and 2 Google ads for the shop to promote the American Lamb sampling. High Street developed the 3 Facebook/Instagram posts with images of their shop and lamb meat case, which appeared on the shop's and local producer pages. These also appeared on High Street's Google Business and Yelp pages. The text-only 2 Google ads ran to entice people to the event. High Street feels that the Google and Yelp efforts outweighed the social media posts from asking customers who came to the event.

How was ALB funding acknowledged?

The ALB logo appeared on all posters and banners with the statement "this event is a partnership with Southeast Sheep Producer Assn. and the American Lamb Board."



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Summarize your expenses. Refer to your approved application for original budget amounts.

ITEM	YOUR BUDGET		ALB	
	AMOUNT FROM APPLICATION	ACTUAL AMOUNT	AMOUNT FROM APPLICATION	ACTUAL AMOUNT
Promotional materials, signage, etc.	\$	\$	\$ 450	\$ 480
Advertising	\$ 250	\$ 245	\$	\$
Sponsorship/speaker/exhibitor fees	\$	\$	\$	\$
Other (specify): ALB apparel	\$ 200	\$ 220	\$	\$
Other (specify):	\$	\$	\$	\$
TOTALS	\$ 450	\$ 465	\$ 450	\$ 480

Explain any variances. Keep in mind that ALB may only be able to reimburse for the amount approved in the application.

Additional posters were ordered for distribution in the Atlanta metro area, which cost an additional \$30 over budget.

Submit to:

American Lamb Board
 Attn: Cooperative Funding
 6300 E. Yale Ave., Suite 110
 Denver, CO 80222

OR

Rae Villa
 Rae@AmericanLamb.com



American Lamb Board

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