

## ALB COOPERATIVE FUNDING PROGRAM

# Producer Group Application

Please thoroughly review the Cooperative Funding Program FAQs then complete this application.

All information must be provided to be considered for funding. For questions and to submit application, contact Rae Villa at ALB: rae@americanlamb.com or (303) 759-3001.

**Submission Date** Dec. 1, 2024

**Name** Joe Shepherd **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** February 2024

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

**Do you or the members of your group contribute to the American Lamb Checkoff?**  YES  NO

**Which of the ALB 2023-2028 Strategic Plan goals does 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 will this project reach?**

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

**What are the goals of this project? At least 1 goal should be measurable, such as number of attendees.**

- Serve a total of 75 samples, with 35% of those trying samples purchasing American Lamb the day of the promotion.
- 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.
- Run 2 social media posts with boosts or similar methods to increase engagement, and 2 Google ads for the shop to promote the American Lamb sampling.



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**How will success be determined?**

We will count the number of samples given out for each recipe and keep track of comments, both positive and negative. High Street Local Meats will provide sales information. Feedback from High Street will be sought, including their likelihood of promoting American Lamb again, and contacting us for tools. High Street will also provide information about social media reach and Google ad click-through rate. We will also encourage clientele who purchase American Lamb to share photos of their meals on High Street's social media pages.

**How will ALB funding be acknowledged, such as signage, flyers, etc.?**

Banners and posters will have ALB logo. Social media posts will include statement of funding and link to ALB social media. Producers and meat shop staff will wear ALB aprons. Caps will also be provided.

**Describe in detail the project for which funds are being requested.**

We will be working with High Street Local Meats, a quality butcher shop in Atlanta that carries American Lamb sourced from Southeast sheep producers. We approached this company to partner with because they already carry American Lamb and their clientele tends to be higher-income. The shop owner says many regular customers ask for meat purchase suggestions and new ideas. High Street also has a marketing expert that will create social media posts and ads on Google. The shop says about 50% of their new business comes from Google searches. Having sheep producers in store to conduct the sampling will allow consumers to ask questions about how sheep are raised.

We chose February 11 for a promotion because it's American Lamb Lovers Month, and a few days before Valentine's Day, when people will be needing to make purchases for special meals. It's also on a weekend, which is when High Street tends to have the most customers. The plan for this promotion is:

January: Work with High Street Local Meats to secure local lambs for processing; work with ALB to obtain recipe brochures, photographs and tools from the national promotion; print promotional poster and banner for High Street Meats Shop (they will use their designer) after ALB approval; work with High Street on preparing social media posts and Google ads then submit to ALB for approval by Jan. 10.

February: Schedule lamb producers for tasks; work with High Street Local Meats to put up banner and posters and begin social media posts on Feb. 1. Meet with owner the week before to double check details and test the lamb recipes to sample. We will do a value cut such as ground lamb or ribs and a high end cut. Set up shop for promotion (recipe brochures, giveaways from ALB and High Street) and prep recipe ingredients the evening and morning before. Conduct sampling promotion during business hours on Feb. 11.



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What is the budget for this project, keeping in mind that the Cooperative Funding Program is to be a matching cost share by your group and ALB.

ITEM	LOCAL GROUP SHARE	REQUESTED FROM ALB
Promotional materials and signage	\$	\$ 450
Advertising	\$ 250	\$
Sponsorship/speaker/exhibitor fees	\$	\$
Other (specify): ALB apparel for staff & producers	\$ 200	\$
Other (specify):	\$	\$
<b>TOTALS</b>	<b>\$ 450</b>	<b>\$ 450</b>

**BY SUBMITTING THIS APPLICATION, THE FOLLOWING ARE AGREED TO:**

- Funds will be used to only promote American Lamb (not imported lamb).
- No funds from ALB will be used in any way to influence government policy or action, including lobbying. All effort will be made to comply with the Act and the Lamb Promotion, Research and Information Order.
- Acknowledgement will be made to the American Lamb Checkoff's support through use of the current ALB logo and/or a statement such as: Paid for in part by the American Lamb Board.
- All promotional materials developed through the program will be submitted at least 2 weeks prior to use for ALB review and USDA approval, as required by the federal checkoff guidelines.
- A final results report and invoice with supporting documentation will be submitted within 6 weeks of project completion.

*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**

6300 E. Yale Ave. Suite 110 [LambResourceCenter.com](http://LambResourceCenter.com)  
 Denver, CO 80222 [Lamb Checkoff](https://www.facebook.com/LambCheckoff)  
 (866) 327-LAMB (5262) [Info@AmericanLamb.com](mailto:Info@AmericanLamb.com)

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