

ALB COOPERATIVE FUNDING PROGRAM

Supplier 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 January 1, 2024

Name Joseph Jones Company Best-Ever Specialty Meat Company

Mailing Address 5555 Cedar Ave. City Austin State TX Zip 55555

Phone 555-555-5555 Email joe@bestevermeats.com

Project Name Chef Education Workshop Date of Project May 1, 2024

Amount Requested for Project \$ \$2000 Location(s) of Project Fort Worth Winery & Retreat

Does your company 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
- Foodservice/Chefs
- Retailers
- Current or potential sheep industry members

What are the goals of this project? At least 1 goal must be measurable.

- Educate trend-setting chefs on using American Lamb
 - Receive an order for American Lamb by 75% of chefs attending event within 90 days
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FOR QUESTIONS, CONTACT RAE VILLA AT ALB: RAE@AMERICANLAMB.COM OR (303) 759-3001

What proof of performance will be provided to ALB, such as sales data, audits, surveys, etc.?

The chefs will fill out surveys at the end of the event. Sales data will be used to determine what percentage of event participants place an order within 90 days.

How will ALB and American Lamb funding be acknowledged, such as signage, flyers, etc.?

Support by ALB will be recognized in the welcoming and closing comments. An ALB representative will be invited to attend. All chefs will be given an ALB apron and cap. The ALB logo will be shown on all flyers. We will direct chefs to the ALB website for additional ideas on how to use lamb in their restaurants and for inspiration.

Describe in detail the project for which funds are being requested. Attach supporting documents, if applicable.

This is a VIP, invitation-only event. Up to 10 chefs from top restaurants within 1 hour of Ft. Worth will attend this event. We will use ALB chef education seminars as the template for this event. We will source high quality lamb carcasses from Texas. Draft agenda is: Welcome by TX lamb producer, why choose American Lamb, tips for sourcing and selecting quality lamb by Texas A&M, live carcass cutting demonstration, discussion of cut selection for recipe application, pairing wine and American Lamb, resources from ALB.



What is the budget for this project, keeping in mind that the Cooperative Funding Program is a cost share between ALB and supplier. Funds from ALB may be used to reimburse actual costs for contracted/ agency services, printing and supplies, sponsorships, demonstrations, incentive programs and promotional materials. ALB funds cannot be used for lobbying activities, capital assets, salaries, slotting fees, retail ads/ circulars and product discounts.

ITEM	SUPPLIER SHARE	REQUESTED FROM ALB
American Lamb carcasses	\$ 1,000	\$
ALB promotional materials	\$	\$ 250
Invitations and other event collateral	\$	\$ 200
Facilities rental	\$ 1,000	\$
Speaker fees/honorariums	\$ 500	\$ 1,550
TOTALS	\$ 2,500	\$ 2,000

BY SUBMITTING THIS APPLICATION, THE FOLLOWING ARE AGREED TO:

- Approved projects will require a signed contract (provided by ALB and approved by USDA).
- An ALB member or staff may make a site visit.
- Funds will be used to only promote American Lamb (not imported lamb).
- Funds will not be used to promote a specific state, region, or breed of sheep.
- No funds from ALB will be used 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 will include an American Lamb reference - not just a product brand or company name.
- 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.
- Records for the project will be retained by company for 3 years, with the understanding these records may be audited by ALB and/or USDA.

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
 Denver, CO 80222 [Lamb Checkoff](https://www.facebook.com/LambCheckoff)
 (866) 327-LAMB (5262) Info@AmericanLamb.com

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LambResourceCenter.com