

## **AMERICAN LAMB BOARD'S**

### **Local Lamb Promotional Funding Program**

The American Lamb Board's (ALB) Local Lamb Promotional Funding Program is designed to support local or regional programs and activities that promote American Lamb to non-industry audiences (consumers, chefs, media, retailers etc.).

- This is a competitive funding process - the American Lamb Board will give priority to projects that demonstrate innovative ideas and a commitment to share the cost of executing the promotion.
- These funds are intended to offset the total cost of the promotion rather subsidizing the entire cost.

#### **Eligible Applicants:**

- Any breed, state or regional sheep industry organization or coop
- Individual sheep producers
- American Lamb Board (lamb checkoff) contributors

The American Lamb Board has a different funding program to support branded promotions with the companies that sell/market American Lamb. Please contact Rae Maestas for more information.

#### **The types of programs that would be eligible:**

- Lamb sampling at consumer food events
- Cooking and/or butchery demonstrations
- Retail promotions such as in store sampling
- Farm or ranch tours for consumers, media, chefs etc.
- Farmers market demonstrations or sampling
- Educational seminars at local culinary schools or consumer cooking schools
- Local Lamb-Jam style Cook-off competitions

#### **The types of programs that would not be eligible:**

- Lamb industry events including meal functions, auctions etc.
- Requests for funding to support salaries or capital assets
- Any activities related to lobbying or influencing government policy or action

#### **Application Guidelines**

- The application must be submitted electronically to [rae@americanlamb.com](mailto:rae@americanlamb.com) no later than February 28, 2019.
- The application must be typed – no handwritten applications will be accepted.
- The application must include a detailed budget demonstrating how the funds will be used.
- Incomplete or late applications will not be eligible.

## Funding Process

Deadline for receiving applications:	February 28, 2019
Anticipated award date:	March 15, 2019
Funding agreements signed/submitted to USDA:	March 29, 2019
Deadline for completion of program:	December 31, 2019

**To receive funds, applicants must submit a final report with an invoice including an overview of the program results no later than December 31, 2019.**

## Program Requirements

1. The funds can only be used for the approved project. Please notify the Board ASAP if you want to request a project modification.
2. The US Department of Agriculture (USDA) requires that any promotional materials that are funded by the Board include acknowledgement of the checkoff funding. This acknowledgement can be inclusion of the Board's logo and/or the language "funded in part by the American Lamb Board."
3. USDA requires that all marketing and promotional materials developed through this program be submitted by the Board for review and approval. If the Recipient submits a final report and invoice that includes funding for materials that did not get reviewed and approved by USDA, they will not be eligible for reimbursement.
4. **No funds paid by the Board to the Recipient shall be used in any manner for the purposes of influencing governmental policy or action.**

## Evaluation Process

All applicants are reviewed by the ALB's industry outreach committee. Ranking and funding recommendations are based on the following criteria:

- Clearly-defined plan addressing a lamb marketing/promotional opportunity
- Appropriateness of the budget
- Potential impacts of the project
- Collaboration with partners
- Contribution to sustained growth of the American Lamb market

## More Information

For additional information about the program contact Rae Maestas at 303/759-3001 ext. 3 or [rae@americanlamb.com](mailto:rae@americanlamb.com). Rae is available to discuss your program ideas and provide feedback and guidance in advance of the application deadline.

The [lambresourcecenter.com](http://lambresourcecenter.com) houses the American Lamb Board's strategic plan and annual reports that highlight ALB's marketing strategies and tactics. These resources are available to spark ideas for local promotions.

ALB has a number of promotional tools available for industry organizations and partners including banners, recipe brochures, stickers, graphics and artwork, promotional toolkits and more. These items are available at no cost to help support local lamb promotions.