



Market Fresh, Local Homegrown
American Lamb
to Multicultural Americans

MUSLIM AMERICANS

The American Muslim Market Opportunity



The ethnic lamb market is booming. Minority populations account for about 58% of the total U.S. lamb consumption and nearly three-quarters of minority lamb consumers prepare lamb at home.

Muslims in particular may be the biggest untapped market in the United States at the moment. With population estimates between 2.5-8 million people the group represents an estimated \$170 billion in spending power and the potential to engage and grow with this community is huge.

This marketing tool will help you tap into this potential and generate awareness and sales of American lamb to your Muslim consumers. Raising awareness about the quality, freshness and halal certification of American lamb, while creating new, everyday family meal occasions for lamb purchasing are the easiest ways to grow your Muslim lamb buyer market.

The following information is based on recent research¹ and offers information and simple tips to help you maximize your opportunity and sales with the American Muslim community.

¹ Sources: U.S. Census, Nielsen, Pew Research Center, Islamic Society of North America, IFANCA

The American Muslim Market Opportunity: KEY FACTS

2014 American Muslim Consumer Market Study

86% of respondents want Halal foods to be available at their regular grocery stores

For every product category except meat – vast majority shop at national/regional stores

Majority of respondents look for best value (price and quality) when shopping for food



Growing and Influential

Estimated 7 million American Muslims with \$170 billion spending power

Diverse and United

Diverse group of nationalities and races united by a shared religion

Multi-ethnicity Representation

American Muslims are most likely Arab, North African, African American or Asian

Young and Educated

67% more educated than average American;
80% younger than 40

Urban and Metropolitan

Majority reside in urban areas like Los Angeles, Detroit, New York/New Jersey, Chicago and Washington D.C.

Religious and Quality Conscious

Willing to pay a premium for Halal and quality lamb

Year round Lamb Consumers

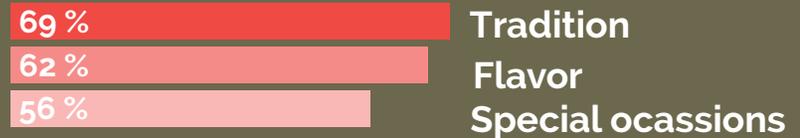
More likely to prepare lamb at home for large family gatherings as well as casual dinners

How Do Muslims Choose Their Lamb?

The majority of Muslims in the United States are from the Middle East and South Asia. Their lamb purchases tend to be quality-driven and they are loyal to their trusted lamb butchers, often in the same neighborhood.



Drive lamb purchase



- Lamb purchases are motivated by quality: freshness, cleanliness and smell
- Prefer “mild” flavored lamb
- Demand baby lamb in preference to yearling lamb or mutton
- Prefer American lamb to imported but show low awareness in where to find
- More likely to buy larger amounts of lamb to serve large family gatherings and to ensure a better price
- Will not buy lamb if it is near, touching or processed with pork products
- Prefer halal lamb but, if unavailable, may buy non-halal if made aware of other high quality, ethically sound lamb
- Preferred cuts and preparations include chopped, ground and stew lamb
- Prefer vegetarian feed for lamb that is free from animal by-products

Halal



With an estimated market worth of \$500 million annually, the halal market offers a great opportunity for lamb suppliers and retailers who either sell halal lamb or lamb that closely follows Muslim dietary guidelines.

Muslims believe that their lifestyle, beliefs and physical intake directly affects their spiritual life. They aspire to live a halal lifestyle. Halal is an Arabic word meaning lawful or permitted. Haram, in Arabic, means forbidden. Animals and birds that are Halal, or permissible for consumption, include lamb, goat, beef, camel, turkey, chicken.

Muslim ritual slaughter, or halal slaughter, involves minimizing stress to the animal, turning its head towards Mecca, and speaking the basmala prayer. The throat is then slit and the blood thoroughly drained from the carcass.

Providing third-party Halal certification helps reassure Muslim consumers that the meat they are purchasing has been harvested and handled in accordance with the Islamic laws.

Halal Foods

It is important to understand the unique halal dietary guidelines Muslims follow:



MUSLIMS CANNOT CONSUME: (HARAM)

- Pork or pork by-products
- Animals that were sick or dead prior to slaughtering
- Animals not slaughtered properly or not slaughtered in Allah's name
- Blood and blood by products
- Alcohol and other intoxicants
- Carnivorous animals
- Birds of prey
- Land animals without external ears

Unlike Kosher, Halal requires no separation between dairy and meat products and there is no discrimination between consumable parts of the animal.



Common Halal and Non-halal Ingredients

Popular Halal ingredients include:

- Basmati rice
- Olive Oil
- Yogurt
- Cucumber
- Tomato
- Lemon
- Eggplant
- Garlic
- Parsley
- Coriander
- Mint
- Sesame seeds

- Dill
- Tahini sauce
- Pita Bread
- Za'atar spice Mix
- Saffron
- Cheese

Objectionable (Haram) ingredients include:

- Pork products
- Animal shortening
- Gelatin
- Lard
- Alcohol

How You Can Communicate Quality to the American Muslim Consumer

Halal values are based on wholesomeness, goodness and purity, which align closely with American ideals and can be supported by American lamb's key characteristics. Showing understanding and empathy of these values will build engagement, loyalty and collective endorsement.



Reflective of universal food trends, Muslims also care about lamb that is

- All-Natural • Grass-fed • Local
- Sustainably raised • Healthy

The main message we want to communicate to Muslim consumers is: *Choose American Lamb because it is locally grown, fresh and raised with homegrown goodness*

We want Muslim consumers to: *Ask for fresh, local, homegrown flavor each time they are at the counter.*

Consider these additional messaging cues when developing marketing materials, signage or educational collateral targeted at the Muslim community:

American lamb is wholesome

Sheep are raised on nutrient-dense diets rich in fresh, young grasses and other forage.

American lamb is good

Producers take great care in making sound production management decisions that keep the health and welfare of the animal in mind, which naturally yields a lean and flavorful meat.

American lamb is pure

Sheep are reared on high-quality forage diets with minimal environmental impact and an

eye toward stewardship and conservation. The tender care translates into succulent, tender American lamb.

American lamb is homegrown

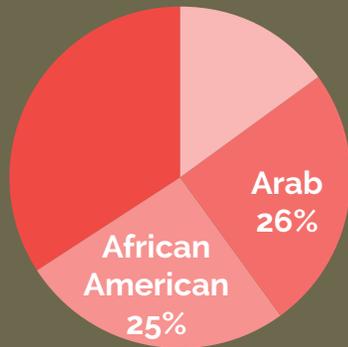
It's a family affair: more than 80,000 family farmers raise lamb across every state in the US.

American lamb is local

10,000 miles fresher than imported lamb, American lamb is local and never frozen, resulting in a more succulent, tender and flavorful lamb.

Source: USDA National Nutrient Database for Standard Reference

A Few Cultural Considerations



According to the U.S. Department of State, the largest ethnic groups of American Muslims are those of South Asian, Arab and African-American descent.



⊘ TRY NOT TO:

- Lump all Muslim consumers into the same category (e.g. Arab)
- Make token gestures or make stereotypes (like making things green or showing a woman in a hijab)
- Place lamb meats in the case near pork or pork products or recommend alcohol based ingredients
- Hide behind signage and marketing collateral, making it hard for Muslim consumers to learn more about American lamb

⊙ AND MAKE SURE TO:

- Make yourself aware of your local area's unique cultural composition, its nationalities, holidays and

traditions.

- Focus on the qualities of lamb that Muslims universally find important: Halal, high quality, fresh and humanely treated
- Use shared values when marketing to diverse Muslims: love of family and community, transparency, and respecting animals and the environment
- Keep lamb meats, especially Halal meats, in a section of the case away from pork. If appropriate, mark section "Halal"
- Educate retailers and butchers about American lamb's benefits for Hispanic consumers. Provide resources for consumers to learn more (phone numbers, website)

Marketing for Success

ENGAGE WITH MUSLIMS WHERE THEY ALREADY SHOP, EAT AND SOCIALIZE

Messaging to Muslims with relevant materials in high engagement areas demonstrates commitment and understanding to the community.

- Participate in national conventions, festivals and trade shows
- Post flyers at religious and social centers around major holidays
- Leave collateral and educational materials with retailers
- Create halal-friendly displays near retailers' meat cases
- Offer product sampling at food wholesalers, retailers and farmer markets
- Connect with growing segments like universities, hospitals and hotels

MAKE PRODUCT AND PACKAGING CONSISTENT WITH CONSUMER PREFERENCES

- Eschew overtly Islamic brand names and packaging design
- Use on-pack stickers to identify meat as halal where appropriate
- Inform about the manufacturing facilities being local and American
- Create simple on-pack and in-store lamb recipes with familiar ingredients and preparation methods for everyday cooking

MANAGE YOUR MARKETING COMMUNICATIONS TARGETED TO MUSLIMS

- Partner with a multicultural agency with expertise in Muslim markets
- Assign staff that understands cultural sensitivities of Muslim consumers
- Advertise within traditional and online channels to connect across demographics
- Distribute press releases to Muslim, mainstream and ethnic media channels

OTHER WAYS TO CONNECT AND BUILD LOYALTY WITH MUSLIMS

- Leverage word of mouth with Muslim community, cultural and religious leaders
- Tap into the growing trend of farm visits to slaughter lambs around holidays
- Cross-promote lamb with popular Muslim products and Halal brands
- Partner with leading Islamic organizations like IFANCA, ISNA, ICNA, and CAIR



Ensure all messaging communicates the 'Fresh, Homegrown Flavor' of American Lamb.

KEY BRANDS FOR CROSS-PROMOTION

Popular brands in the community supporting halal products include:

- Saffron Road
www.saffronroadfood.com
- Crescent Foods
www.crescentHalal.com
- Al Safa
www.alsafahalal.com
- Organic Valley
www.organicvalley.coop
- Cabot Cheeses
www.cabotcheese.coop
- Salwa Foods
www.salwafoods.com
- Ziyad Brothers Importing
www.ziyad.com
- Midamar
www.midamarhalal.com
- Super-Pufft Snacks
www.superpufft.com
- Nema Food Company
www.nemahalal.com
- Elevation Burger
www.elevationburger.com
- Fruitfull
www.fruitfull.com
- OnePure Beauty Products
www.onepurehalalbeauty.com
- Amara Cosmetics
www.amaracosmetics.com
- Noor Vitamins

- www.noorvitamins.com
- Insane Jerky
www.insanejerky.com
- Chocolat Uzma
www.chocolatuzma.com
- Patchi Chocolates
www.patchi.com
- Shabazz Fruit Cola
www.shabazzfruitcola.com
- Natural Delights
www.naturaldelights.com
- The 99 Comics
www.the99.org
- My Halal Meat
www.myhalalmeat.com
- Taaza 2 U
www.Taaza2u.com
- Taaza Halal
www.taazahalal.com

RELY ON THE EXPERTS

Consider using these resources to help guide your marketing communications to American Muslims:

ORGANIZATIONS AND CONFERENCES

- American Muslim Consumer Conference (AMCC)
www.americanmuslimconsumer.com
- Islamic Society of North America (ISNA) www.isna.net
- Muslim American Society (MAS)
www.muslimamericansociety.org

- Islamic Circle of North America (ICNA) www.icna.org
- Muslim Student Association (MSA)
www.msanational.com
- World Halal Forum
www.worldhalalforum.org
- Halal Food Festival
www.halalfestivals.com

POPULAR COMMUNITY SITES

- Guide to Mosques and Islamic Schools
www.salatomic.com
- Guide to Halal Restaurants and markets
www.zabihah.com
- Halal Foods Information
www.muslimconsumergroup.com
- Halal Food Directory
www.halalfood.com
- Halal Recipes and Articles
www.myhalalkitchen.com
- Muslims in Dietetics and Nutrition
www.muslimsdietitians.com
- Halal Consumer Magazine
www.ifanca.org/Pages/HalalConsumerMagazinesCatalog.aspx
- Halal Friendly Travel
www.crescentrating.com
- Kids Books and education
www.noorkids.com

CONNECT WITH TRUSTED HALAL CERTIFYING ORGANIZATIONS AND FARMS

HALAL CERTIFICATION ORGANIZATIONS

- Islamic Food and Nutrition Council of America (IFANCA)
www.ifanca.org
- Islamic Society of North America
www.isnahalal.ca
- American Halal Foundation
www.halalfoundation.org
- American Halal Association
www.americanhalalassociation.org
- Halal Food Standards Alliance of America
www.halaladvocates.net
- USA Halal Chamber of Commerce-ISWA Halal Certification
www.usahalalcertification.com
- Halal Food Council USA
www.halalfoodcouncilusa.com
- Islamic Services of America
www.isaiowa.org

HALAL FARMS IN USA

- Aara Farms, IL
www.aarafarm.com
- Haleem Harvests, WI
www.haleemharvests.com
- Nature's Bounty, CA
www.nbmeats.com
- Norwich Meadows Farms, NY
www.norwichmeadowsfarm.com
- Simply Natural, MD
www.simplynaturalhalal.com
- Whole Earth Meats
www.wholeearthmeats.com
- Halal farms USA, IL
www.halalfarmsusa.com



The Right Cut At The Right Time

Traditional Muslim Holidays are critical purchase occasions but so are many American holidays. Purchases are typically planned 3-14 days in advance so it's important that suppliers are proactive about preparing lamb in advance of seasonal demand and that marketing materials are planned accordingly. The Islamic calendar is a lunar year so these dates shift yearly.

Mawlid al-Nabi (Prophet's Birthday)	January 2-3, 2015	Lamb- No specific requirements
Ramadan - 30 days	June 18, 2015	Lamb, Weaned 60-80 lbs
Eid al-Fitr (Festival of Fast Breaking)	July 17-18, 2015	Lamb 60-80 lbs
Eid al-Adha (Festival of Sacrifice)	September 23-24, 2015	Lamb 60-80 lbs, preferred
Muharram- Hajsa (Islamic New Year)	October 14, 2015	Lamb, Weaned, 60-80 lbs
New Year's	December 31, 2015-January 1, 2016	Popular Cuts <ul style="list-style-type: none"> • Shoulder • Leg • Mince/Ground • Back Chops (Kurdish/Arab) • Neck (Pakistani/Turkish) • Front/Chump Chops (Turkish)
Mother's Day	May 10, 2015	
Father's Day	June 21, 2015	
4th of July	July 4, 2015	
Thanksgiving	November 26, 2015	
Other Celebrations Include Weddings and Births		

Although full carcasses are preferred for major holidays, other cuts and preparations to consider include: kebabs, patties, biryani, tagine, stuffed vegetables, stews, roasted leg.

For additional marketing tools and education about marketing to Muslim consumers and American lamb, please visit www.americanlamb.com or call (866) 327-LAMB.