



FEED YOUR
Adventurous SIDE



The American Lamb Board

COMPRISED OF 13 PRODUCERS AND INDUSTRY MEMBERS.



American Lamb Checkoff | Funded by all Sectors



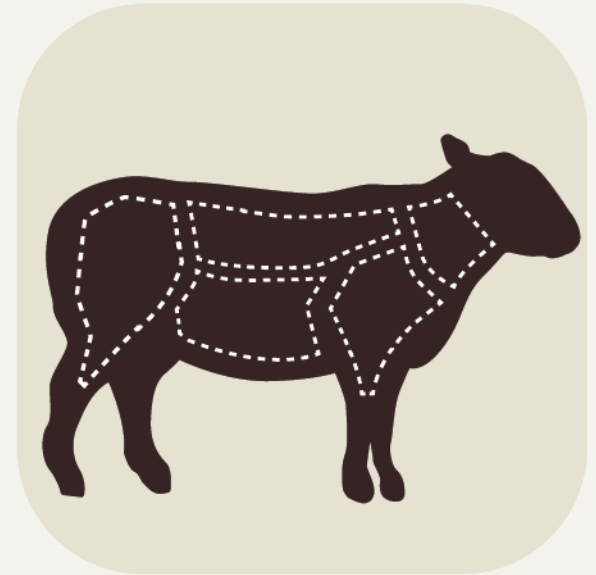
PRODUCERS



FEEDERS



PROCESSORS





Only U.S. Lamb

NO FUNDING BY
IMPORTERS

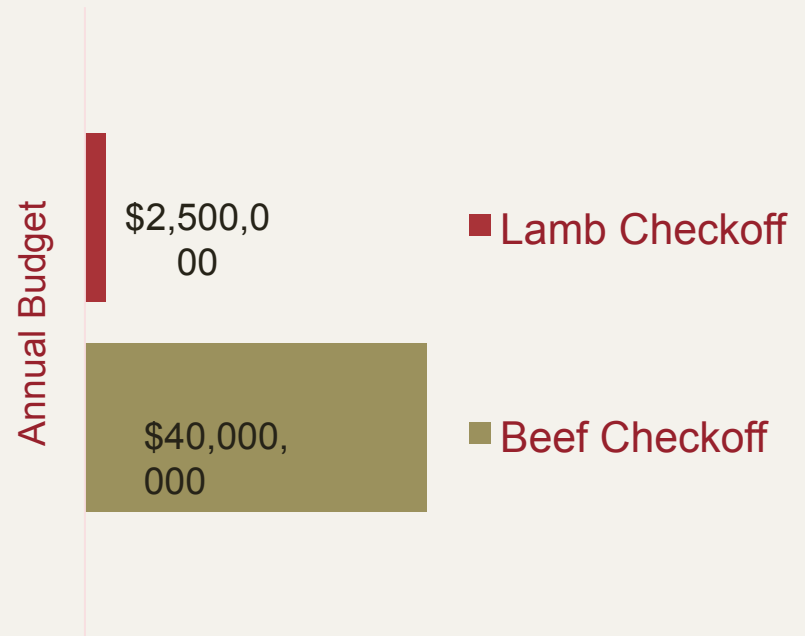
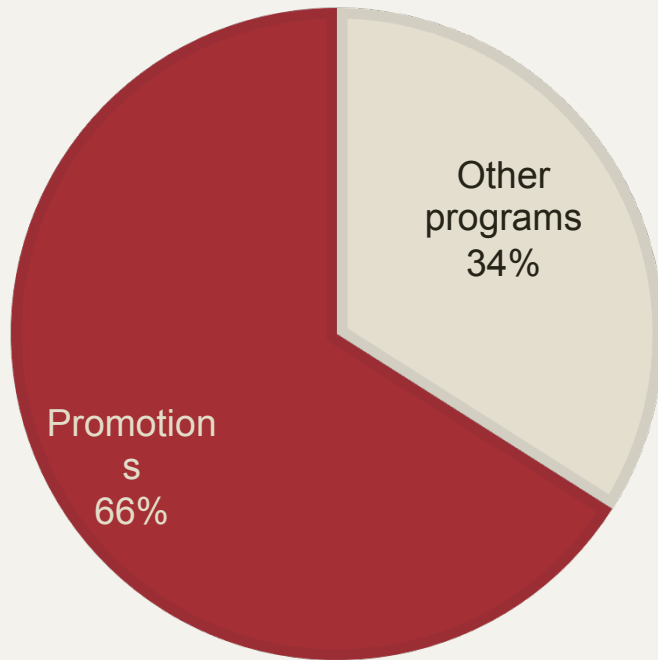
Your checkoff promotes
only American Lamb





American Lamb Checkoff | Big Goals with a Small Budget

About 2/3 of the annual budget is devoted to promotion





Job One | Demand and Profitability

CHECKOFF DOLLARS
ARE FOCUSED ON
INCREASING DEMAND
FOR AMERICAN LAMB,
thereby increasing the
potential long-range
economic growth of all

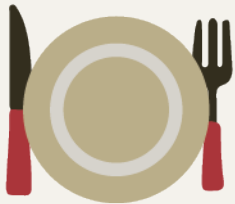


industry sectors.

LambResourceCenter.com



Increasing Demand & Profitability Requires



Delivering
consistency
and quality



Increasing
awareness
among
consumers



Improving
production
efficiencies



Working
together on
common
goals to meet
consumer
desires

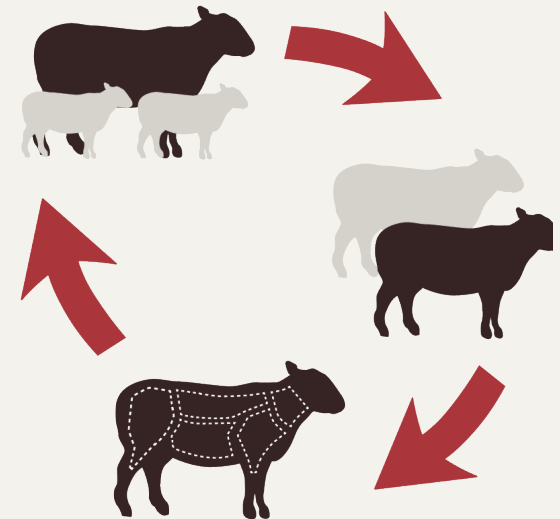
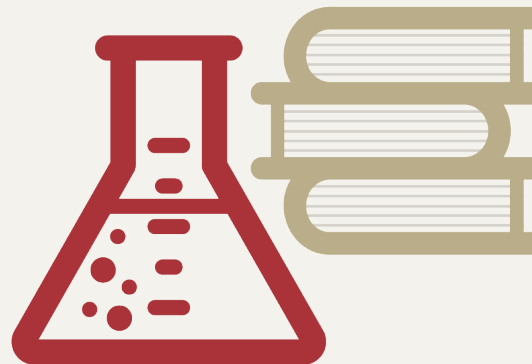
American Lamb Board | Our Role



Marketing &
Promotion

Research &
Education

Industry
Collaboration





Understanding lamb sales and trends

MARKETING AND PROMOTIONS



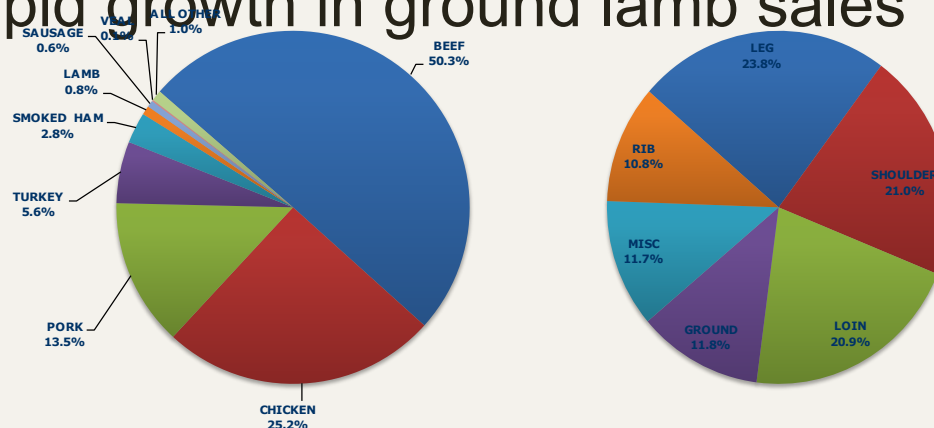
American Lamb Sales

- Approximately 260 million pound of lamb sold in the US each year
 - More than 50 percent is now supplied by imports
 - Traditional channels - roughly 40% foodservice/ 60% retail
 - Non traditional lamb sales represent close to half of the lamb sold in the US



American Lamb Retail Sales

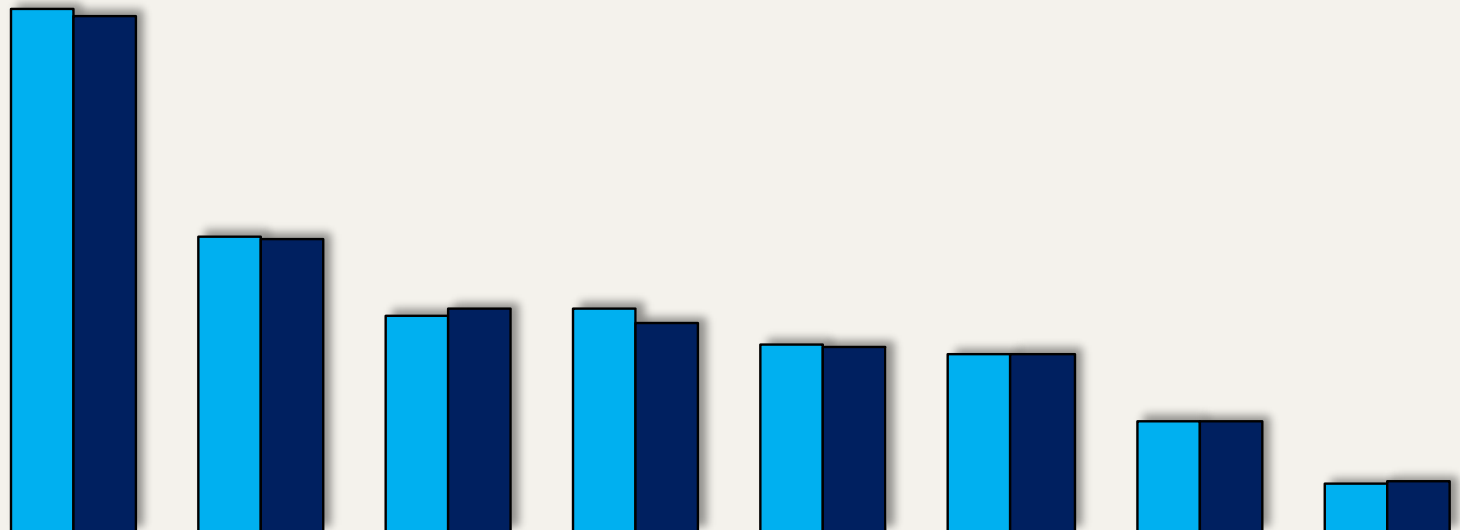
- Retail Sales (roughly 60%)
 - Lamb represents less than 1 % of total fresh meat sales
 - Top selling cuts leg, shoulder, loin
 - Rapid growth in ground lamb sales





Retail Sales

- Top selling region is the NE representing 30% of lamb sales



	Northeast	Southeast	Midsouth	California	West	Great Lakes	South Central	Plains
■ YAGO	\$121,561,452	\$68,753,082	\$50,260,229	\$51,990,250	\$43,440,591	\$41,029,643	\$25,580,665	\$10,642,362
■ Current 52wks	\$120,137,178	\$68,002,324	\$51,748,115	\$48,293,994	\$42,933,463	\$41,357,324	\$25,397,553	\$11,217,104



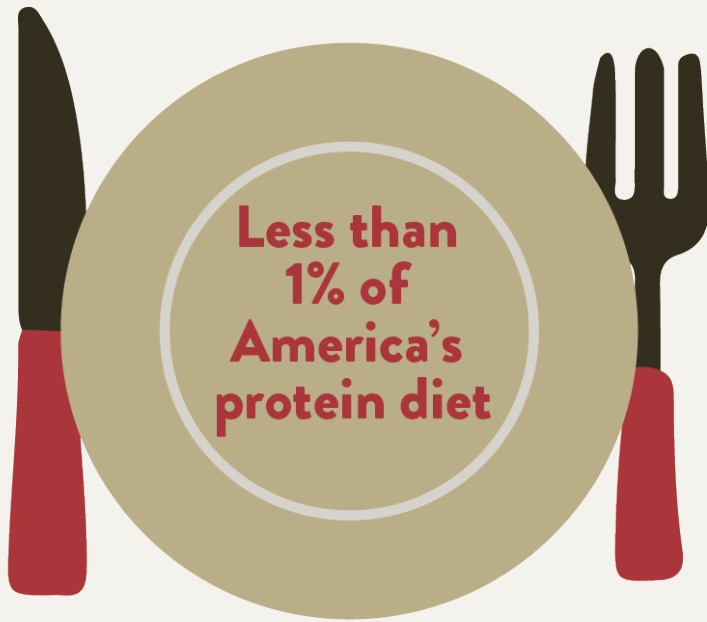
Foodservice Sales

- 75 % of fine dining operators menu lamb
 - rack, shank, loin top selling cuts
- Experiencing sustained growth in less traditional formats (non fine dining)
 - Burgers, Tacos, Sausages, Gyros
- Increased menu mentions of domestic origin and increased interest in buying direct from ranchers and farmers
- Increased utilization of whole carcasse & less traditional cuts
 - neck, belly, ribs, shoulder

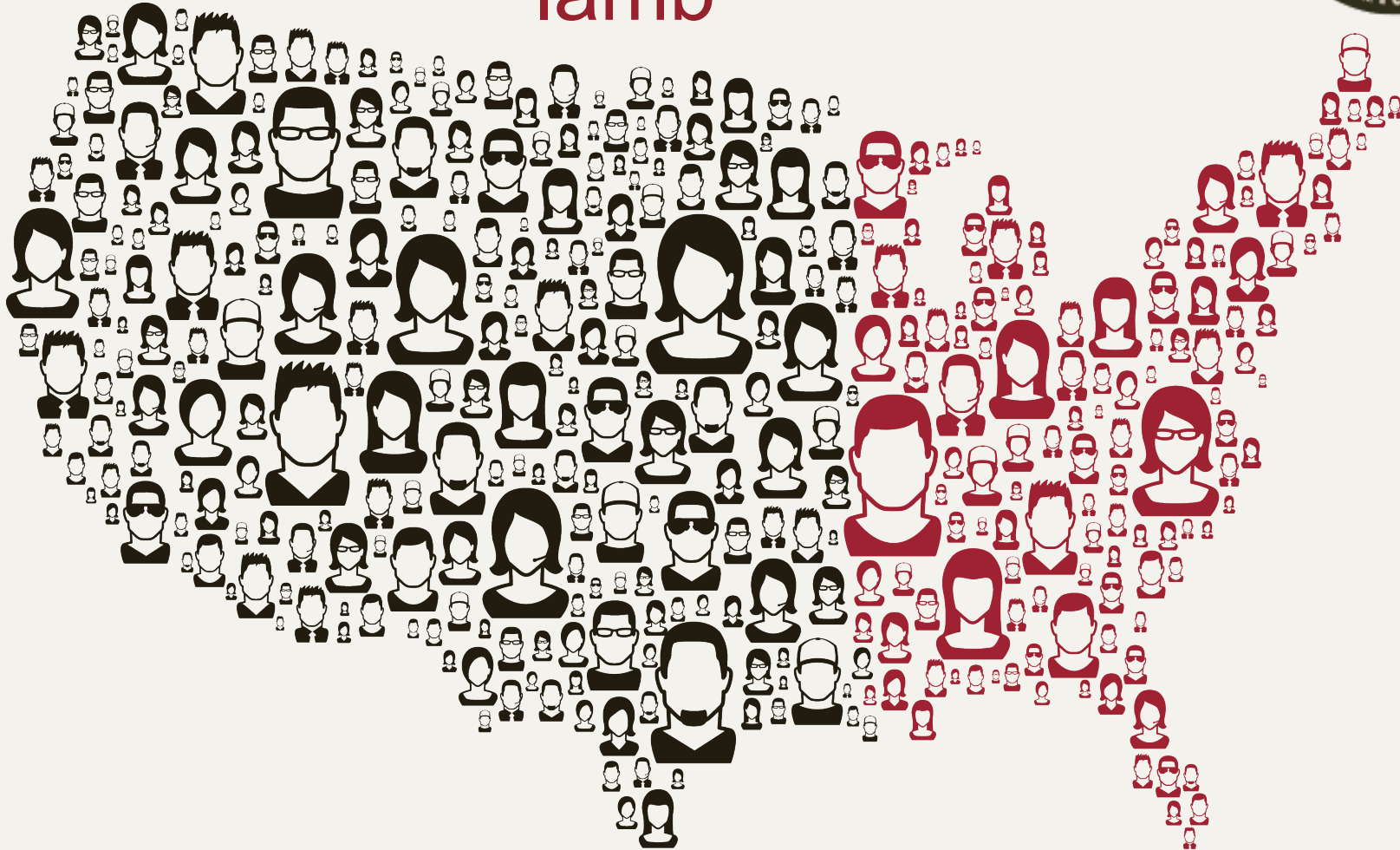




Consumption | U.S. Lamb



More than 1/3 of U.S.
consumers have NEVER eaten
lamb





The Lamb Consumer

- Income plays a role in lamb consumption
- Males are more likely to be lamb eaters
- Lamb consumption linked to special occasions/holidays
- Many consumers only eat lamb at restaurants





Consumer Perceptions | U.S. Lamb

POSITIVE

- Lamb is flavorful
- Lamb is unique/special
- Lamb is tender
- Lamb is humanely raised/not factory farmed

NEGATIVE

- Lamb is expensive
- Lamb is not always easy to find
- Lamb is hard to cook
- Lamb is just for holidays and eating out
- I never think of lamb!



The Good News

- Current lamb users are attractive to retailers
- Consumer interest in lamb is growing
- Consumers prefer American Lamb and will pay a premium
- Strong and growing demand from minority populations
- New Generation of Adventurous eaters with no biases towards lamb – “Meat the Millennials”
- Today’s food trends offer tremendous opportunities for American Lamb!



American Lamb Consumers | At The Supermarket

U.S. Lamb Consumers are BIG spenders



Source: Dunnhumby USA, May 2014



Consumer Interest in Lamb is Growing

- Consumer purchase intent is strong
 - In 2018, 43% of consumers say they will definitely or probably purchase lamb in the next 6 months to cook at home.
 - Up from 20% in 2006



Preference for American

- 68 % of consumers who eat lamb want it to be from the US - up from 40% in 2011.
 - Consumers are willing to pay a 10-15% premium over imported lamb.





Minority Rules | Hispanic & Muslim Americans

Minority populations consume more than half of the total lamb supply in the U.S.

Young & Family Focused Population

5.7 Million People



Large Households in Urban Areas

1.7 Million Households



Money to Spend

\$98 Billion Disposable Income



Millennials | A Complex Market



Millennials
Prefer Whole Foods



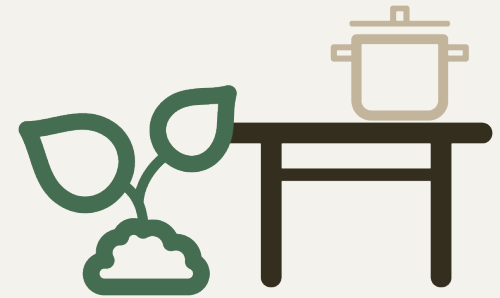
Over Processed
Foods

Millennials
Spend More



For Meats (high
quality ingredients)

Millennials
Desire a



Adventurous Flavors
and Uniqueness

American Lamb

fits their needs, interests and emotional appeal.



Today's Food Trends

- Buy Local/Local Sourcing
- Health and Wellness
- Cooking & Food = Entertainment & Community
- Adventurous/Global Flavors





Trend #1 | Local

More than 30% of retail shoppers claim they **LOOK FOR LOCAL FOOD SELECTIONS**



More than 1/3 of shoppers are willing to pay more for **U.S. RAISED MEAT**



Restaurants Sourcing Local



- National Restaurant Association top trend identified by chefs is LOCALLY sourced meats
- 22% of fine dining menus specify “U.S.” lamb
- Increase in sourcing direct from farmers/s/butchery



Trend # 2: Health & Wellness



- Enjoying flavorful, fresh, whole foods is part of healthy, active lifestyles – balance is the trend (fat free is out!)
- Current diet & fitness trends align with Lamb/Lean Proteins (Paleo, Crossfit, Clean Eating)





Trend # 3: Cooking & Food = Entertainment & Community

- Celebrity Chefs and Food shows on TV
- Supper Clubs and Potlucks are Making a Comeback!
- Communal Dining
- Meat Kit Deliveries are Making More Approachable
- Technology/Social Media
 - Food photography
 - Tasty videos (88 million followers)





Trend #4: Adventurous/ Global Flavors

- Americans are more adventurous in their food choices and embracing global cuisines (the % of consumers who have tried various ethnic cuisines has increased significantly)
 - Expansion of ethnic restaurants and retail offerings
 - Food Trucks
 - Travel

Lamb Koftas, Tacos, Merguez,
Curries, Shawarma, Tagines.....YU





Your Checkoff in Action
Marketing and
Promotions

American Lamb

Our Marketing Strategies & New Campaign



- Differentiates American Lamb from other proteins
- Promotes American Lamb for year-around use
- Promotes the FLAVOR, culinary versatility and approachability of American Lamb
- Thoughtful use of your checkoff resources
 - Digital delivery
 - Focus resources in target markets
- Targets millennials

Why Digital Marketing | Social Media



CONSUMPTION OF SOCIAL MEDIA IS GROWING RAPIDLY

2 Billion

active social
media users
worldwide

5 Million

images
uploaded daily
on Instagram

500+

Million
tweets sent per
day



Getting it Right | **Reaching the Right Consumers with the Right Messages**

Primary Market Targets



Why Millennials?



- 80 Million Consumers
- Represent ¼ of the population
- 200 billion in annual buying power
- Nearly half consider themselves foodies
- No biases towards lamb & Adventurous Eaters!

NEW CAMPAIGN: Adventurous yet approachable content inspiring increased lamb usage beyond the traditional holidays



FEED YOUR *Adventurous* SIDE



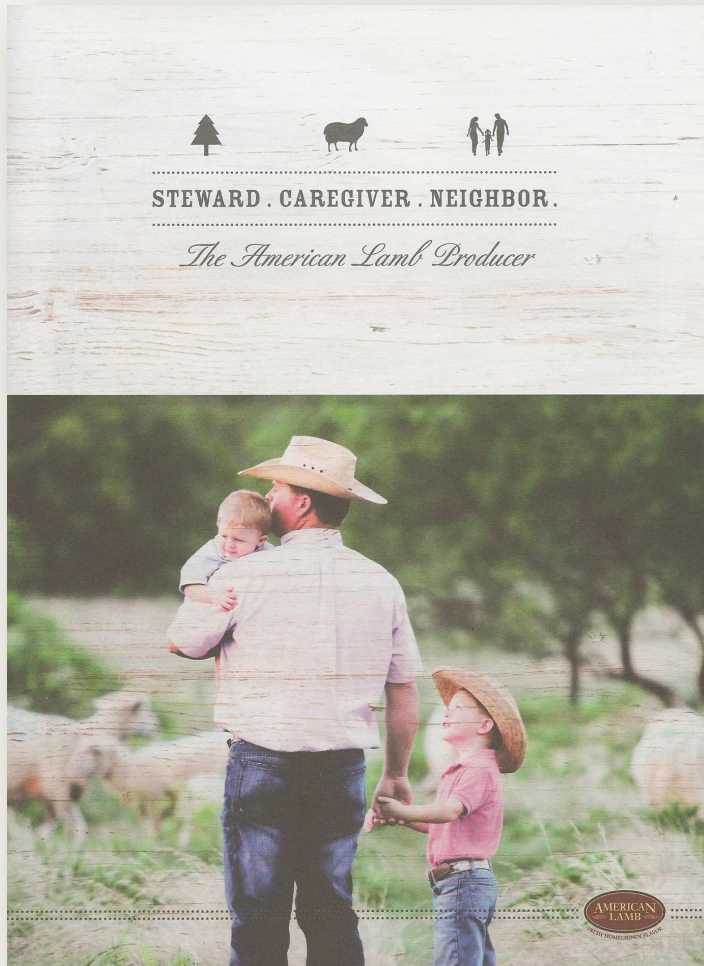




Research & Education

American Lamb

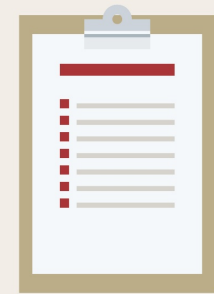
Research | Supports Consumer Needs



- Sustainability Assessment
- Flavor Research
- Nutrient Data Updates
- Cost of Fat Study

Education | Supporting Productivity

- Best Practices
 - Collaboration with the American Sheep Industry's Let's Grow Program
 - Actionable steps to improve productivity and efficiency in any flock
- Seasonality White Paper
- NSIP Support



**BEST
PRACTICES**





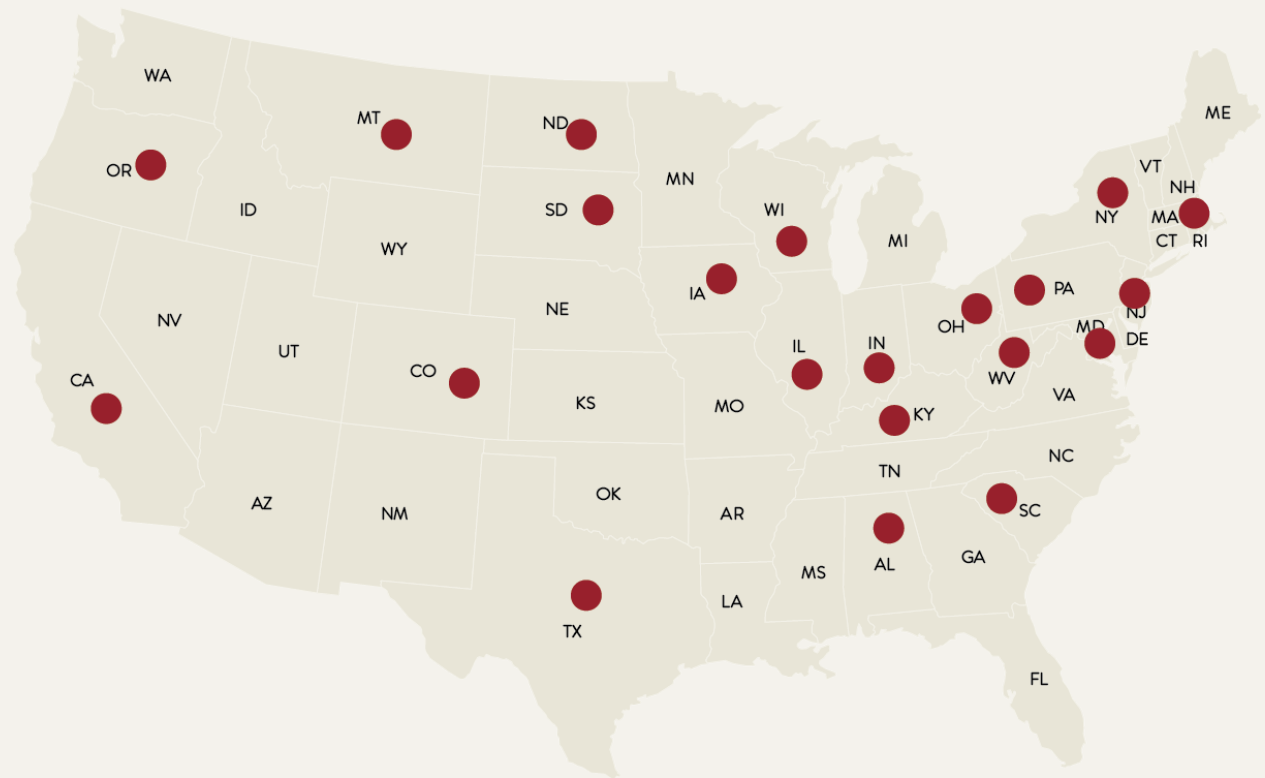
Industry
Collaboration &
Resources

American Lamb

Industry Collaboration | Connect Producers and Consumers



The American Lamb Board funds local industry events and programs across the U.S. reaching thousands of consumers



Industry Collaboration | Industry Resources



Branded programs with Suppliers leverage more \$\$ for promoting American Lamb



Free promotional materials for the industry



Track ROI, lamb sales and market trends – reports available for the industry



(866) 327-LAMB (5262)

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