

# AMERICAN *Lamb*

FY 2020 ANNUAL REPORT



## *Mission*

TO INCREASE THE VALUE OF  
AMERICAN LAMB FOR ALL SEGMENTS  
CONTRIBUTING TO THE AMERICAN  
LAMB CHECKOFF PROGRAM

# Everything Changed in 2020

**UPHEAVAL. THAT DESCRIBES 2020. THE AMERICAN LAMB INDUSTRY WAS ALREADY FACING MAJOR PROCESSING INFRASTRUCTURE CHANGES WHEN THE COVID PANDEMIC HIT.**

The blow to the foodservice sector, especially fine dining, had some predicting that US sheep producers would have their toughest time in this generation.

Literally within days, your American Lamb Board (ALB) shifted programs, and continued to do so for months as situations evolved. Promotions and communications intensified. As dining out became almost nonexistent, home cooks became our primary consumers. Many had never prepared lamb, so making our product more accessible and approachable was paramount.

Your checkoff dollars are enticing consumers to make American Lamb part of their meals. This report is a top-level highlight of programs during FY 2020. Whatever comes in 2021, you can be sure ALB will meet the challenges head-on.

Thank you for your continued support and valuable input.

**Gwendolyn Kitzan**

2020 American Lamb Board Chairman

## Core Strategies

1. Grow awareness and increase usage of American Lamb among chefs and consumers
2. Promote and strengthen American Lamb's value proposition in today's food environment
3. Improve the quality and consistency of American Lamb and support efforts to increase production efficiencies
4. Collaborate with industry partners and stakeholders to expand our efforts to address strategies 1, 2 and 3
5. Measure the effectiveness of our programs

# Communication & Research

## Influencer Programs

Influencer partnerships curated long-term by ALB showed their value by quickly, effectively and efficiently connecting American Lamb messages with consumer followers. Food bloggers amplified ideas and recipes to inspire US consumers to choose our product for home cooking.

- 21** Food Influencer Partners
- 78** New Recipes
- 2+** Million Instagram Consumer Reach



## Environmental Study

Researchers at Michigan State University began work on the US lamb industry's first environmental footprint study. The purpose of the multi-year, complex study is to provide accurate data of sheep production's impact on natural resources.

## Flavor Research

This multi-year project is a collaboration with ALB, Colorado State and Texas Tech universities. Phase III, to determine if lamb sorted by flavor profiles using REIMS technology correlates to consumer sensory panels, wasn't completed due to Covid.

# Promotions

RESOURCES WERE SHIFTED TO INCREASE PROMOTIONS THAT MET CHALLENGES OF THE COVID SITUATION. IT WAS A LANDMARK YEAR, WITH FIRST EVER REGIONAL RETAIL AND TAKE-OUT FOODSERVICE PROMOTIONS.

**H-E-B** retail promotion – the first of its kind for our checkoff – resulted in American Lamb sales increasing 46.6% compared to the same time a year earlier.

**TAZIKI'S MEDITERRANEAN CAFE** and ALB partnered for the first ever American Lamb chain restaurant promotion that included all 90 locations in 17 states.

**LAMB JAM** and other events went virtual.

**SUNDAY FUNDAY** showcased American Lamb as the perfect Fall choice through this online promotion and contest.

**LAMB LOVERS MONTH** contest used proven methods such as emails, Facebook, Instagram ads, Lambassador blogs and AmericanLamb.com.

**THE AMERICAN LAMB CHALLENGE CONTEST** was developed at record speed to address the early Covid situation. It enticed consumers to give lamb a try and raised funds for Feeding America.

**GLAMBURGER** expanded to include both at-home and restaurant components.

**THE LEE INITIATIVE**, with the help of ALB and others, provided meals and essential supplies to hospitality workers that were deeply affected by Covid closures.



## MORE INFORMATION

There's much more to your American Lamb checkoff program than the highlights shared in this annual report at [LambResourceCenter.com](http://LambResourceCenter.com).

# Your American Lamb Board

THE AMERICAN LAMB BOARD IS YOUR NATIONAL MANDATORY CHECKOFF, FOCUSED ON BUILDING AWARENESS AND EXPANDING DEMAND FOR AMERICAN LAMB AND STRENGTHENING ITS POSITION IN THE MARKETPLACE, THEREBY INCREASING THE POTENTIAL LONG-RANGE ECONOMIC GROWTH OF ALL INDUSTRY SECTORS.

This requires building awareness through marketing and promotions, delivering consistent and quality products, increasing production efficiencies and working together on common goals to meet consumer needs.

All sectors are represented on the board: seedstock and commercial producers, feeders, direct marketers and processors. The board is nominated by certified industry organizations, appointed by the US Secretary of Agriculture and overseen by the USDA. Programs are implemented by staff in Denver, CO.



## FY 2020 ALB Members

Brad Anderson  
Travis Anderson  
Peter Camino  
Tom Colyer  
Greg Deakin, Secretary  
Elizabeth Dressler  
Gwendolyn Kitzan, Chair  
David Quam, Vice Chair  
Rob Rule, Treasurer  
Sally Scholle  
Gary Visintainer, DVM  
Jeff Ebert  
Don Hawk

## FY 2020 Financials

Promotion	\$1,095,905
Communications	\$299,631
Research	\$151,572
USDA Oversight	\$136,781
Administration	\$165,819
<b>TOTAL</b>	<b>\$1,849,708</b>

The FY 2020 was October 1, 2019, to September 30, 2020.

AMERICAN  
*Lamb*  
PROMOTION BOARD

### American Lamb Board

6300 E. Yale Ave. Suite 110  
Denver, CO 80222  
(866) 327-LAMB (5262)

[LambResourceCenter.com](http://LambResourceCenter.com)  
[Lamb Checkoff](#)  
[Info@AmericanLamb.com](mailto:Info@AmericanLamb.com)

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