

# Vision For The Future

A unified, thriving American Lamb industry that concentrates its resources around priorities and a measurable plan that fosters profit opportunities for all stakeholders

## MISSION TO ACHIEVE OUR VISION

Increase the value of American Lamb for all segments contributing to the American Lamb Checkoff

## TARGET

By the end of 2028, show a 5% increase in demand and take 5% market share from imports

## KEY METRICS

- Retail Demand Index for Lamb<sup>1</sup>
- Sheep Industry Review Yearly Report<sup>2</sup>
- Return on Investment in the American Lamb Checkoff Program<sup>3</sup>

## Goals



**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

<sup>1</sup> 2017 Index = 113.9 (2002 as base year of 100); 5% increase = 119.6  
Source: *Retail Demand Index for Lamb 2017 Update* p. 6 (Knob Economics & Juniper Economic Consulting)

<sup>2</sup> Imports accounted for more than 70% of total U.S. lamb and mutton disappearance in 2021; 5% reduction = 66.5% Source: *2021 Sheep Industry Review* p. 47 (American Sheep Industry Assn.)

<sup>3</sup> Conducted every 5 years; latest report issued in 2019



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