

10 Reasons

E W E S H O U L D S E L L A M E R I C A N L A M B

CARRYING AMERICAN LAMB FROM LOCAL FAMILY FARMERS AND RANCHERS HELPS YOU MEET THE GROWING DEMAND FOR LOCALLY RAISED MEATS. IN THE 2016 POWER OF MEAT STUDY, 90% OF CONSUMERS INDICATED A STRONG DESIRE TO KNOW WHERE THEIR MEAT COMES FROM, 75% OF LAMB CONSUMERS PREFER BUYING AMERICAN LAMB AND HALF ARE WILLING TO PAY MORE FOR IT.

1. SUPPORTING FARMERS AND RANCHERS

When you sell local lamb, you're supporting the nation's sheep farmers and ranchers and their families. The vast majority of sheep operations in the United States are family owned and operated.

2. AVAILABLE LOCALLY AND YEAR-ROUND

Family farmers and ranchers raise sheep in nearly every state in the U.S., making fresh, local lamb available wherever you are. Adapted to a range of climates, sheep graze American rangelands, from pastoral grasslands to high alpine meadows.

3. GOOD STEWARDSHIP

Shepherds across the country share a commitment to quality and conservation. Sheep improve pasture and rangeland by cycling vital nutrients back through the soil, minimizing erosion and encouraging native plant growth. Sheep that are grazed on a variety of nutrient-dense grasses, legumes and forage will produce succulent, tender meat. Many wineries are using sheep to graze weeds in the vineyards.

4. GENERATIONS OF CARE

Good care, a clean environment, balanced nutrition and health management are all part of raising healthy sheep. For many shepherds, sheep husbandry has been passed on through generations of raising lambs.

5. FRESHER

Half of the lamb consumed in the US is imported from Australia and New Zealand. American Lamb is up to 10,000 miles fresher.

6. FLAVORFUL

The adventurous flavor of American Lamb is a result of natural pasture, superior genetics and an exceptional diet.

7. BETTER VALUE

On the bone, American Lamb yields more meat than imported lamb; 40% of lamb eaters prefer American Lamb, rating it high for flavor, quality and tenderness.

8. NATURAL

No artificial growth hormones are used in US lamb production.

9. SAFE

All American Lamb is either USDA inspected for wholesomeness and quality or inspected by state systems equal to the federal government standards. The USDA has set five quality grades for lamb. More than 90% of American Lamb will grade USDA Choice or Prime.

10. CUSTOMER DEMAND

Your customers care about where their food comes from so call out fresh, homegrown local lamb on your menu.

Sources: Food Innovation Center American Lamb Consumer Taste Test and Survey; The Power of Meat 2016 (Food Marketing Institute/North American Meat Institute)



GO TO **AMERICANLAMB.COM** FOR MORE INFORMATION AND ALL THINGS AMERICAN LAMB.

FEED YOUR
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