

ALB COOPERATIVE FUNDING PROGRAM

Producer Group Application

Please thoroughly review the Cooperative Funding Program FAQs then complete this application.

All information must be provided to be considered for funding. For questions and to submit application, contact Rae Villa at ALB: rae@americanlamb.com or (303) 759-3001.

Submission Date \_\_\_\_\_

Name \_\_\_\_\_ Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Project Name \_\_\_\_\_ Date of Project \_\_\_\_\_

Amount Requested for Project \$ \_\_\_\_\_ Location of Project \_\_\_\_\_

Do you or the members of your group contribute to the American Lamb Checkoff? YES NO

Which of the ALB 2023-2028 Strategic Plan goals does this project address:

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

Which of these audiences will this project reach?

Consumers

Current or potential sheep industry members

What are the goals of this project? At least 1 goal should be measurable, such as number of attendees.

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FOR QUESTIONS, CONTACT RAE VILLA AT ALB: RAE@AMERICANLAMB.COM OR (303) 759-3001

How will success be determined?

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How will ALB funding be acknowledged, such as signage, flyers, etc.?

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Describe in detail the project for which funds are being requested.

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What is the budget for this project, keeping in mind that the Cooperative Funding Program is to be a matching cost share by your group and ALB.

ITEM	LOCAL GROUP SHARE	REQUESTED FROM ALB
Promotional materials and signage	\$	\$
Advertising	\$	\$
Sponsorship/speaker/exhibitor fees	\$	\$
Other (specify):	\$	\$
Other (specify):	\$	\$
<b>TOTALS</b>	\$	\$

**BY SUBMITTING THIS APPLICATION, THE FOLLOWING ARE AGREED TO:**

- Funds will be used to only promote American Lamb (not imported lamb).
- No funds from ALB will be used in any way to influence government policy or action, including lobbying. All effort will be made to comply with the Act and the Lamb Promotion, Research and Information Order.
- Acknowledgement will be made to the American Lamb Checkoff’s support through use of the current ALB logo and/or a statement such as: Paid for in part by the American Lamb Board.
- All promotional materials developed through the program will be submitted at least 2 weeks prior to use for ALB review and USDA approval, as required by the federal checkoff guidelines.
- A final results report and invoice with supporting documentation will be submitted within 6 weeks of project completion.

*Submit to:*

**American Lamb Board**  
**Attn: Cooperative Funding**  
**6300 E. Yale Ave., Suite 110**  
**Denver CO 80222**

OR

**Rae Villa**  
**Rae@AmericanLamb.com**



**American Lamb Board**

6300 E. Yale Ave. Suite 110 | 🌐 [LambResourceCenter.com](http://LambResourceCenter.com)  
 Denver, CO 80222 | 📱 [Lamb Checkoff](https://www.facebook.com/LambCheckoff)  
 (866) 327-LAMB (5262) | ✉️ [Info@AmericanLamb.com](mailto:Info@AmericanLamb.com)

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**[LambResourceCenter.com](http://LambResourceCenter.com)**