

American Lamb **SUMMIT**

East Lansing, MI ★ Aug. 8-9, 2022

CONFERENCE PROGRAM



W E L C O M E T O M I C H I G A N

ON BEHALF OF THE AMERICAN LAMB BOARD, WELCOME TO THE 2022 AMERICAN LAMB SUMMIT. AFTER THE INAUGURAL EVENT IN 2019, THE INDUSTRY GAVE OVERWHELMING ENCOURAGEMENT TO CONTINUE THESE INDUSTRY-WIDE FORUMS.

It is my honor to serve as the current chairman of the American Lamb Board (ALB), which oversees the industry-funded national research, promotion and information checkoff program that works on behalf of all US producers, feeders, seedstock producers, direct marketers and processors to build awareness and demand for American Lamb. I am a third-generation producer and lamb feeder, located in the northeast corner of Wyoming, with a passion for the sheep industry.

This year's Summit is a unique educational event to gain knowledge about sheep, from genetics to feeding to marketing to preparing – basically an overview of our industry from farm to plate.

Here are highlights of the vitally important topics at the 2022 summit:

- US lamb industry challenges and opportunities to increase our competitiveness

- Differentiating lamb flavor to ensure more positive lamb eating experiences
- How to use terminal sires and EPDs to increase lean meat yield
- Impacts of sheep production on the environment
- Cooking techniques that result in the best lamb experience
- Steps resulting in a high-quality product for direct or traditional marketing

OUR GOAL is to share ideas, educate, and provide support to producers who want to not only survive in this industry, but thrive. Our hope is that you leave this Summit with a renewed outlook on the future of the American lamb industry. Thank you all for coming.



AMERICAN
Lamb
BOARD

Peter Camino

Chairman
American Lamb Board

A warm welcome to the second American Lamb Summit.

WHY DOES US LAMB'S QUALITY (VALUE MIGHT BE A BETTER WORD) NEED TO BE IMPROVED? AFTER ALL, DON'T MANY INDUSTRY MEMBERS SAY OUR LAMB IS GREAT?

- It can be both wonderful and, at other times, disappointing or even awful. It's hard to forget a bad eating or cooking experience with lamb — more so than chicken or pork because lamb is so much more expensive. It is essential to know what can be done to prevent a bad lamb eating experience.
- If our lamb is and has been so good, why do so many folks now buy beef, chicken, pork and imported lamb instead of US lamb? There are, of course, many reasons...a key one is cost. We can't do much about cost. The strong US dollar has always, and will continue to, offer major cost opportunities to imported lamb. Since we can't do much about cost, we must focus on improving US lamb's perceived value. Hence Premier's support for this meeting.
- My experience in founding and growing Premier has convinced me that no product is so good that it can't be improved. Industry members have good intentions...but boasting about US Lamb is not always helpful. Better to focus on what needs to be done to improve it.
- By contrast, industry leaders of US beef, pork, chicken and imported lamb have worked hard at improving the value and desirability of their product. The US lamb industry must do likewise.

MY GOAL for this event is to reverse the decline in the consumption of US Lamb by exploring why and how to improve its perceived value to consumers.



Stan Potratz
Founder
Premier 1 Supplies, LLC

MSU WELCOMES YOU

WELCOME TO THIS SPECIAL EVENT TO FOCUS ON IMPROVING SHEEP PRODUCTION AND LAMB QUALITY!

Michigan State University (MSU) provides strong support for the Michigan sheep industry. Modern sheep farm facilities were built in 2017 located close to campus along with classroom and learning facilities that support active teaching, research and extension programs.

The MSU Department of Animal Science is very pleased to host the 2022 American Lamb Summit and wishes to thank the American Lamb Board and Premier 1 Supplies for this opportunity.

Michigan is somewhat unique in the sheep industry as it has a significant lamb finishing and packing industry focused on

the traditional market, while the Detroit metro region is home to one of the largest non-traditional lamb markets. Most of the lambs born in Michigan enter this market. As such, Michigan provides a unique case study to take a close look at these distinct market segments.

WE HOPE this program broadens your understanding of US Lamb markets as well as efficient and environmentally friendly farming practices aimed at producing the best quality lamb in the world.



**MICHIGAN STATE
UNIVERSITY**

Department of Animal Science

Richard Ehrhardt, Ph.D.

Senior Extension Specialist-Small Ruminants
Michigan State University

WELCOME FROM MICHIGAN SHEEP PRODUCERS

I WANT TO EXTEND A WARM WELCOME ON BEHALF OF THE MICHIGAN SHEEP PRODUCERS ASSOCIATION. MSPA IS AN ACTIVE ORGANIZATION THAT PLACES A HIGH PRIORITY ON EDUCATIONAL OPPORTUNITIES, SO WE ARE DELIGHTED TO COLLABORATE IN HOSTING THE AMERICAN LAMB SUMMIT.

I attended the first American Lamb Summit in 2019 in Colorado and was inspired by the outstanding sessions and the networking with other producers from across the country. Thank you to Premier 1 Supplies and the American Lamb Board for choosing Michigan for this year's Summit!

Michigan is well known for its beautiful Great Lakes, but what you may not know is that Michigan produces more than 300 agricultural commodities. This makes our state the second most diverse agriculture industry in the nation, just behind California.

We also have a very diverse sheep industry within the state, and our producers serve

a variety of lamb markets. The Muslim population in the state drives a large segment of the industry, with the city of Dearborn being the largest Muslim community in the country. We are fortunate to have Wolverine Packing in Detroit, the largest processing plant east of the Mississippi.

IMMERSE YOURSELF in all we have to offer at the Lamb Summit, and you will go home with new knowledge and inspiration to produce the very best American Lamb.



Brenda Reau

President

Michigan Sheep Producers Association

American Lamb Summit Venues

MARRIOTT EAST LANSING AT UNIVERSITY PLACE

300 M.A.C. Avenue
East Lansing, MI 48823
(517) 337-4440

MICHIGAN STATE UNIVERSITY ANTHONY HALL

474 South Shaw Lane
East Lansing, MI 48824

MICHIGAN STATE UNIVERSITY LIVESTOCK PAVILION

4301 Farm Lane
Lansing, MI 48910

MSUFCU CLUB

Michigan State University Stadium
534 Birch Road
East Lansing, MI 48823



Session Presentations AVAILABLE FOR DOWNLOAD
LAMBRESOURCECENTER.COM/SUMMIT2022

August 8, 2022

EAST LANSING MARRIOTT – UNIVERSITY BALLROOM

7:30am

BREAKFAST

8:00am

OPENING SESSION

Welcome: Jeff Ebert – American Lamb Board, Stan Potratz – Premier 1 Supplies

Opening Remarks and Summit Goals: Richard Ehrhardt, PhD – Michigan State University, Brenda Reau – Michigan Sheep Producers Association

8:45am

Increasing the US Lamb Industry’s Competitiveness and Recapturing Market Share from Imports

This session will explore challenges and opportunities faced by the US Lamb industry, and strategies to increase competitiveness and address consumer needs.

- **Speaker:** Nick Forrest – Forrest Family Farm

9:30am

A Global Perspective on Lamb Quality and Productivity

This session will examine what our competitors are doing to improve lamb quality and productivity.

- **Moderator:** Dan Morrival, PhD – Premier 1 Supplies
- **Panelists:** David Fisher – HF4 Ranch, Reid Redden, PhD – Texas A & M, Karissa Isaacs – Superior Farms

10:30am

Differentiating Lamb Flavor and Ensuring Positive Eating Experiences

Results from three phases of the American Lamb Board’s flavor research, and recommendations and strategies for addressing consumer flavor preferences will be discussed.

- **Speaker:** Dale Woerner, PhD – Texas Tech University

11:30am

LUNCH AND AWARDS PROGRAM

August 8, 2022

MSU ANTHONY HALL

1:00pm

DEPART FOR MSU ANTHONY HALL

1:15pm & 2:30pm

BREAKOUT SESSIONS

Participants will be split into 2 groups and attend both breakouts.

Eating Quality Discussion and Tastings – Anthony Hall

- **Speakers:** Cody Gifford, PhD – University of Wyoming, Dale Woerner – Texas Tech University

Comparison of YG4 Versus YG2 On Fat and Muscle Yield with Carcass Breakdown – Large Meat Lab

- **Speaker:** Travis Hoffman, PhD – North Dakota State University

3:30pm

BREAK

4:00pm & 5:00pm

BREAKOUT SESSIONS

Participants will choose 2 sessions to attend.

Direct Marketers – Calculating How to Cost and Price Lamb Cuts and Use Mutton in Value-Added Products: Cody Hiemke – Mapleton Mynd Farm

Optimizing Accelerated Lambing Systems to Produce a Consistent Year-Round Supply of Quality Lambs: Richard Ehrhardt, PhD – Michigan State University

Hands On Training to Evaluate Lamb Carcasses: Travis Hoffman, PhD – North Dakota State University

Lamb Cooking Techniques for the Best Eating Experience: Nick Forrest – Forrest Family Farm

6:00pm

DINNER AT THE MSU STADIUM MSUFCU CLUB

8:00pm

BUSES DEPART FOR THE MARRIOTT

August 9, 2022

EAST LANSING MARRIOTT – UNIVERSITY BALLROOM

7:30am

BREAKFAST

8:00am

DAY 2 KICKOFF

8:10am

Understanding Basic Meat/Muscle Biology and How It Impacts Eating Quality

This session will explain how management practices throughout the pasture to plate process impact carcass quality and consumer satisfaction.

- **Speaker:** Andrea Garmyn, PhD – Michigan State University

9:15am

Utilizing Genetics to Maximize Edible Muscle

This session will explore strategies to select terminal sires that can increase rib eye area, reduce fat and result in more lean meat per carcass.

- **Speaker:** Tom Murphy, PhD – US Meat Animal Research Center

10:00am

The Importance of the Non-Traditional Market

This session will address the growing non-traditional lamb market and its impacts on the US lamb industry.

- **Moderator:** Richard Ehrhardt, PhD – Michigan State University
- **Speakers:** Ben Maccoll – Wolverine Packing, Ronnie Berry – Ronnie Berry Halal Meats, Yasseen Rababeh – Berry and Sons

Session Presentations AVAILABLE FOR DOWNLOAD
LAMBRESOURCECENTER.COM/SUMMIT2022

August 9, 2022

MSU LIVESTOCK PAVILION

11:15am

DEPART FOR MSU LIVESTOCK PAVILION

11:30am

LUNCH AT MSU LIVESTOCK PAVILION

12:30pm, 1:30pm & 2:30pm

BREAKOUTS

Participants will choose 3 sessions to attend.

Evaluating Live Lambs for Carcass Quality Using Ultrasounds: Dallas McDermott – MacScan Biotronics, Travis Hoffman, PhD – North Dakota State University

How to Make Genetic Selections Based on EBVs Versus Visual Assessment – Tom Murphy, PhD – US Meat Animal Research Center, Reid Redden, PhD – Texas A & M, Brenda Reau – Michigan Sheep Producers Association. Thank you to these farms for providing rams: Culham & Stevens, 5Bs Farm, Hoddinott Acres, Reau Suffolks, R&R Suffolks.

Using Advanced Technology to Capture Critical Data and Create Modern Solutions for Challenges in the Sheep Industry: Rusty Burgett – National Sheep Improvement Association, Tom Boyer – Boyer Land & Livestock, Ben Lehfeltdt – Lehfeltdt Land & Livestock

Major Factors Influencing the Carbon Footprint of US Lamb Production: Richard Ehrhardt, PhD – Michigan State University, Erin Recktenwald, PhD – Michigan State University

Nutrition Impacts on Carcass Composition/Review of Feeding Strategies: Dan Morrical, PhD – Premier 1 Supplies

3:15pm

ICE CREAM BREAK

3:45pm

FINAL SESSION AT LIVESTOCK PAVILION AUDITORIUM

Sponsors will lead participants through a goal setting activity designed to identify actionable strategies learned at the Summit to improve quality and productivity.

5:00pm

BUS DEPARTS FOR THE MARRIOTT

American Lamb SUMMIT

GOAL SETTING WORKSHEET

The Lamb Summit is designed to inspire operational/management changes throughout the supply chain that can improve the quality and consistency of American Lamb and increase our industry's productivity and competitiveness.

DAY 1

Why did you attend Lamb Summit/what did you hope to learn?

What are your goals related to improving your operation?

1.

2.

3.

4.

DAY 2

What were your key take-aways from the Summit?

What topics were most meaningful to you?

List strategies that you can implement on your operation to improve your lamb quality and increase productivity:

1. _____
2. _____
3. _____
4. _____

What are the costs/barriers to implementing these strategies?

Are there resources you identified at Lamb Summit that can help you achieve your goals and implement your operational strategies?



August 10, 2022

OPTIONAL TOURS

ORGANIZED BY THE MICHIGAN SHEEP
PRODUCERS ASSOCIATION, REQUIRING AN
ADDITIONAL FEE AND PRE-REGISTRATION.



Speakers



RUSSELL "RUSTY" BURGETT

Rusty Burgett of Perry, IA, is the executive director for the National Sheep Improvement Program (NSIP). He is responsible for the day-to-day operations of NSIP and advancing this important program for sheep producers nationwide. He has been with NSIP for 7 years, helping producers advance their flocks through genetic selection. Rusty also operates a commercial Polypay flock, focusing on a low-input production system coupled with custom-targeted grazing. Previously, Rusty managed research and teaching flocks for Iowa State University and University of Wisconsin-Spooner Agricultural Research Station where he also conducted research and producer outreach. His background in ruminant nutrition, meat science, growth and development, and genetics helps him assist producers regardless of flock size, goals or markets.



TOM BOYER

Tom Boyer, a fourth-generation livestock producer, owns and operates Boyer Land & Livestock, which includes Chalk Creek Boers and the Boyer Rambouillet flock, now known as Legacy Sheep Company. He is a retired professional farm manager, formerly managing 32,000+ acres of irrigated crop land in Utah, Idaho and Oregon. He is an accredited rural appraiser for the western US. Boyer is past president of numerous organizations, including Appraisal Foundation Board of Trustees, American Goat Federation, American Rambouillet Sheep Breeders Association, Utah Wool Growers Association, and American Society of Farm Managers and Rural Appraisers. He currently serves as co-chair of American Sheep Industry Association's Genetic Stakeholders Committee. He has served in numerous other leadership capacities in various agricultural and governmental organizations. He has been an agricultural consultant in several foreign countries with sheep, goats and farming operations, including Australia, Dominican Republic, India, Ecuador, Ukraine and Pakistan. He has also been an adjunct professor for Western Wyoming College, University of Wyoming, Utah State University, Snow College and the American Society of Farm Managers and Rural Appraisers. He is a popular speaker on agricultural issues.



RICHARD EHRHARDT, PhD

Richard Ehrhardt has been the small ruminant specialist at Michigan State University since 2009, holding a joint appointment between the departments of animal science and large animal clinical sciences. He received a bachelor's degree in animal science from University of Wisconsin-Madison and his graduate training (Master's and PhD) from Cornell University. His interest in extension and applied research were fostered by a diversity of experiences, including working with purebred sheep during his youth, shearing professionally since his early teens, field research in New Zealand and Australia, and managing his commercial ewe flock on an accelerated lambing program for the past 20 years. His applied research interests revolve around increasing production efficiency in small ruminants through strategic nutritional management, optimizing aseasonal reproduction, improving whole-farm forage utilization and by establishing preventative health programs.



JEFF ERBERT

Jeff Ebert of St. George, KS, is vice president of the American Lamb Board (ALB). His family has been in the sheep business since 1957. He and his daughters continue to operate Ebert Sheep Farm, where they run registered Hampshire and Shropshire ewes, specializing in selling breeding stock to smaller producers.

He is past president of the Kansas Sheep Association and Kansas Sheep Council, and served on the American Sheep Industry Association Executive Board. He is executive secretary of the American Cheviot Sheep Society and American Hampshire Sheep Association (AHSA), through which he manages approximately 35 breed registries.

Jeff is excited to see producers, especially young producers, take an interest in American Lamb. The same goes for consumers. He would love to see American Lamb in every supermarket and restaurant.



DAVID FISHER

David Fisher earned his bachelor's degree in horticulture from Texas Tech University. Prior to returning to the family ranch in 2010, he owned and operated a landscape design and install business in San Antonio. David and his family live in west central Texas, where he owns a multi-species ranching operation. He runs 450 fine-wool ewes, 250 meat goats and 100 Angus cows on a fenced range system. He also manages a ranch partnership with his mom, dad and sister.

Fisher is a director on the American Lamb Board and Texas Sheep and Goat Raisers Association, chairman of the Texas Ranchers of Tomorrow and an American Sheep Industry Association Wool Council member.



NICK FORREST

Nick Forrest brings a unique perspective to his role as sheepman. Forrest Family Farm, Oxford, OH, is homebase but for more than 30 years Nick worked at various sheep sales and shows. He spent 45 years in the perishable retail/wholesale business with Super Value and Kroger. From 1989 through 2000, Nick ran a catering business. His "Farmgate to Dinnerplate with American Lamb" educated thousands on butchery and cookery. One of his first jobs was with a meat company.

The American Lamb industry has benefited from his experience in marketing, promoting, raising, feeding, and educating sheep producers as well as consumers. He's devoted more than 20 years to local, state and national organizations including as past chairman of the American Lamb Board. For more than 3 decades, he's donated time to mentor people in the sheep and retail industries.

Speakers Continued



ANDREA GARMYN, PhD

Andrea's passion for agriculture began on her family's farm in Ohio. At The Ohio State University, she earned a bachelor's degree in agriculture and began a career path in meat science. She completed her master's at Kansas State University focusing on animal breeding & genetics, and her Ph.D. in food science with emphasis in meat science from Oklahoma State University. She coached meat judging teams at both institutions. Andrea was on faculty at Texas Tech University and remains adjunct faculty. She joined Michigan State University in 2020, focusing on meat science outreach and education.

Andrea's long-term research goal is to better understand factors affecting meat quality. While at Texas Tech, her research focused on lamb eating quality, both domestically and abroad (Australia and New Zealand). In her current position, she continues this line of research through the investigation of cover crop systems with and without grain finishing in Michigan.



CODY GIFFORD, PhD

Cody Gifford is an assistant professor in meat science and serves as the meat laboratory supervisor in the University of Wyoming Department of Animal Science. Gifford earned his bachelor's, master's and PhD in animal science from Colorado State University in 2013, 2016 and 2019. In addition, he earned his master's in food science and human nutrition from CSU and is a registered dietitian. His research program focuses on areas impacting meat quality and meat flavor, live animal management factors that impact carcass and sensory characteristics, and the role of meat products in human dietary patterns. In addition, he teaches courses in meat science and conducts extension programming. Gifford serves on the Scientific Advisory Council of the World Food Logistics Organization (WFLO), a Core Partner of the Global Cold Chain Alliance (GCCA).



CODY HIEMKE

Cody Hiemke has been the Niman Ranch program manager for 14 years. He also runs a 50-ewe flock of National Sheep Improvement Program-recorded Shropshires in south-central Wisconsin. Hiemke has a bachelor's and master's in meat and animal sciences from the University of Wisconsin. His master's degree research focused on carcass improvement with ultrasound technology. He has previously worked for Equity Livestock Sales and at the US Sheep Experiment Station in DuBois, Idaho, the summer prior to starting at Niman Ranch. Hiemke serves on the National Sheep Improvement Program board of directors, and previously on the boards of the American Lamb Board, National Sheep Industry Improvement Center, California Wool Growers and Wisconsin Sheep Breeders Cooperative.



TRAVIS HOFFMAN, PHD

Travis Hoffman, PhD, is the extension sheep specialist at North Dakota State University and the University of Minnesota, based in Fargo, ND. His wife, Meagan, is also employed at NDSU. He was raised on a diversified registered Corriedale sheep, commercial cattle, and grain operation in South Dakota. Travis received his bachelor's degree from South Dakota State University, and a master's degree and PhD in meat sciences from Colorado State University. His graduate academic work included revising the Sheep Safety & Quality Assurance Program, being an investigator for the 2015 National Lamb Quality Audit, and writing the Lamb Quality chapter in the Sheep Industry Development (SID) manual. His current extension and research program focuses on how management impacts lamb retail yield, quality and value. He has also led supply chain efforts to assist producers desiring to direct market meat to consumers. Additionally, Hoffman has championed the Lamb Quality Video Series sponsored by ALB and Premier 1 Supplies.



KARISSA ISAACS

Karissa Isaacs is the director of producer resources for Superior Farms. Founded in 1964, Superior Farms is North America's largest and most sustainable processor and marketer of lamb. In her role at Superior Farms, Karissa works directly with producer partners and to develop programs to improve production efficiencies and consistency through camera grading, genetic research and producer education.

Prior to joining Superior Farms, Karissa worked for the American Lamb Board in industry relations, focusing on lamb quality and production research, educational programs and industry outreach. Karissa grew up in the sheep industry and focused her education and career in lamb quality. She obtained her bachelor's and master's degrees from Colorado State University in animal science focusing on meat quality. While at CSU, she worked on numerous lamb quality projects including her thesis on Differentiating Flavor Differences in American Lamb and the National Lamb Quality Audit.



BEN MACCOLL

Ben Maccoll started his career with Wolverine Packing Company in 2018. He has focused most of his time in the lamb plant. His responsibilities have been in operations and sales. His goal is to learn more about the livestock production business. Ben and his wife Lauren have three children. They enjoy getting out of the Detroit metro area and into northern Michigan.

Born out of a meatpacking tradition that started in the Eastern Market of Detroit, Wolverine Packing is now in its third generation of family ownership. What started in 1937 as a small lamb and veal packer has turned into a full-faceted protein company with multiple plants producing ground beef items, steak cutting, value-added products, and still to this day, fresh lamb and veal. Growth is attributed to the company's valued customers and employees.

Speakers Continued



DALLAS MCDERMOTT

Dallas McDermott is the meat animal ultrasound specialist for Biotronics Inc., which develops products and provides services for live animal and carcass ultrasound evaluation.

Dallas is involved in new product development, research, technician training and custom ultrasound services for various clients in the meat animal industry. He purchased his first real time ultrasound in 1989 and has continuously provided services since that time. He holds a bachelor's degree from Iowa State University.



DAN MORRIVAL, PhD

Dan Morrival grew up on a small Indiana farm with sheep and row crops. He attended Purdue University, where he received a bachelor's in animal science. He completed his master's and PhD at New Mexico State University. He worked as the Iowa State sheep specialist for 33 years, providing assistance and education through ration software balancing tools, presentations and publications. Dan hosted and organized 3 North Central Regional Sheep Research Committee national symposiums in 1992, 1997 and 2012. He has been actively involved with state and national sheep producer groups, having served on the American Sheep Industry Association Producer Research and Education Committee and as chair of its Genetic Stakeholders Committee. The National Sheep Improvement Program (NSIP) was co-developed at Iowa State University under Drs. Morrival and Wilson. He currently works part time for Premier 1 Sheep Supplies as its production consultant to sheep and goat producers via the "Ask an Expert" service.



TOM MURPHY, PhD

Tom Murphy is a sheep geneticist with USDA's Agricultural Research Service, stationed at the US Meat Animal Research Center (USMARC) in Clay Center, NE. Tom grew up in Nebraska and obtained his bachelor's and master's degrees in animal science from the University of Nebraska. He went to the University of Wisconsin for his PhD program, where his research focused primarily on the genetic improvement of dairy sheep.

After his PhD, he joined the faculty at Montana State University as an assistant professor of sheep production, where he had his first real exposure to extensive rangeland production systems. He has been at USMARC since November 2018. His current research focuses on identifying novel traits that are directly or indirectly associated with improved ewe productivity, longevity, and health; lamb feed efficiency and carcass quality; and ram breeding capacity. He serves in technical roles for the National Sheep Improvement Program (NSIP) and Sheep Genetics USA.



STAN POTRATZ

Stan was raised on small, diversified Iowa farm and educated at Iowa State and Ambassador universities. He spent 10 years in England managing a college livestock and vegetable farm, returning to Iowa in 1977, and founding Premier 1. He has traveled back to Europe every year since to visit Premier's suppliers, sheep events and friends. Potratz has also visited New Zealand and Australia sheep events and operations on several occasions. He has visited 30 countries on behalf of Premier. Stan also owns and manages Premier's farm, whose commercial flock has varied from 30 to 1,100 ewes. The current 700-head ewe flock is comprised of both hair and wool genetics. Ewes lamb indoors January through June and September through November. Lambs are sold for both slaughter (ethnic market) and breeding.

Potratz was a member of American Lamb Board for 3 years.



BRENDA REAU

Brenda Reau has been raising Suffolk sheep with her husband Mark for the past 41 years on their farm in southeastern Michigan. The Reau flock has been enrolled in the National Sheep Improvement Program (NSIP) for 22 years, of which she currently serves as first vice chair. She retired in 2019 after 38 years with Michigan State University, serving as senior associate director of the MSU Product Center, county extension director, livestock product development educator and extension educator.

Brenda is the current president of the Michigan Sheep Producers Association (MSPA), a United Suffolk Sheep Association board member and vice president of the United Suffolk Sheep Foundation. Brenda was appointed to the National Sheep Industry Improvement Center board in 2018 and 2021, currently serving as vice president. She received the 2011 MSPA Service to the Industry Award.

She wrote the cooking column in *Sheep! Magazine* for 13 years and launched The Green and White Farmhouse on Facebook in 2019. She was featured in *Michigan Agriculture Magazine* as 2021 social media influencer.



ERIN RECKTENWALD, PhD

Erin Recktenwald is a research associate at Michigan State University. She received her bachelor's in animal science from University of Wisconsin-River Falls, then master's and PhD from Cornell University in ruminant nutrition and physiology. Her work involved quantifying nitrogen metabolism in dairy cattle with the aim to reduce feeding of nitrogen.

After a short hiatus to start a family, she began working on small ruminant research and extension projects at Michigan State University in 2014. Erin planned and contributed to extension programs for a variety of sheep and goat topics in addition to researching the non-traditional market in Michigan. Her quantitative background has assisted her in developing a profit calculator for sheep producers, where they can compare marketing and management strategies that affect their bottom line. She is currently investigating the environmental impact of sheep operations.

Speakers Continued



REID REDDEN, PhD

Reid Redden, PhD, serves as a state-wide sheep and goat specialist for Texas A&M AgriLife Extension. He was raised on a sheep and goat ranch in Utopia, Texas. Redden attained bachelor's, master's and doctorate animal science degrees from Texas A&M, New Mexico State and Montana State universities. In his current role, he provides educational programs on a wide range of topics, including genetic selection, livestock guardian dogs, parasite control and flock/herd health. Redden has provided leadership to various industry groups, such as the National Sheep Improvement Program, Lamb Industry Roundtable and Texas Ranchers of Tomorrow.



DALE WOERNER, PhD

Dale Woerner, PhD, earned his bachelor's and master's degrees in animal science, meat and food industry management from Texas Tech University (TTU) and his PhD in animal science/meat science from Colorado State University. After 9 years on the CSU faculty, he joined the TTU faculty as Cargill Endowed Professor in Sustainable Meat Science.

Woerner has received several recognitions: 2014 TTU Horizon Award, 2015 American Meat Science Association (AMSA) Achievement Award, 2018 American Society of Animal Sciences Early Career Achievement Award, and 2018 TTU College of Agricultural Sciences and Natural Resources Distinguished Alumni. In 2018, Woerner was selected to chair the AMSA Reciprocal Meat Conference and earned the North American Meat Institute's Harry L. Rudnick Educator's Award.

His research and teaching programs are focused on meat quality, meat flavor chemistry, carcass value optimization, product shelf life and packaging, production efficiency and meat nutrition. He has been a lead researcher on the American Lamb Board's lamb flavor project.

INDUSTRY INFO AT YOUR FINGERTIPS

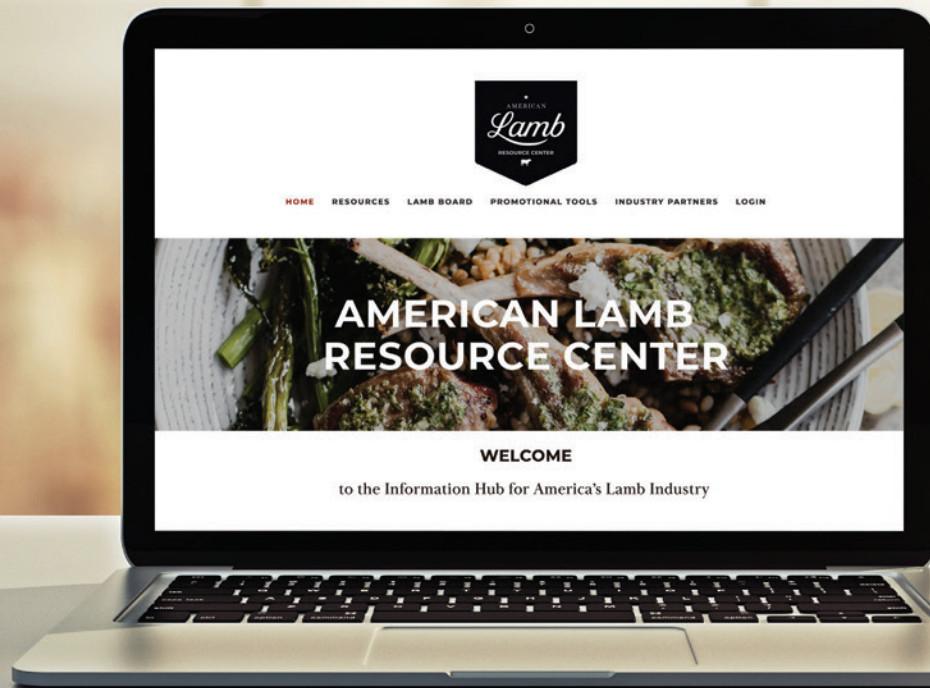
LambResourceCenter.com

YOUR ALWAYS AVAILABLE ONLINE HUB FOR AMERICAN LAMB INFORMATION IS THE LAMB RESOURCE CENTER

LambResourceCenter.com is a great place for sheep producers, feeders, direct marketers, educators and processors to start their search for industry information.

This is your source for promotional items, recipe brochures, plus checkoff program information and remittance details. It also pulls together a variety of resources from American Lamb organizations, USDA and more.




LambResourceCenter.com is a service of the American Lamb Board (ALB), your checkoff organization.



AMERICAN
Lamb
PROMOTION BOARD

American Lamb Board

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

 LambResourceCenter.com
 [Lamb Checkoff](#)
 Info@AmericanLamb.com

SIGN UP FOR
WEEKLY
NEWSLETTERS

LambResourceCenter.com

Feed the Right Mix!



Premier1Supplies.com
800-282-6631

The GOLD FORMULA difference...

Formulated by Premier's small ruminant nutritionist, Dr. Dan Morrical, Ph.D., The Shepherd's Choice® Gold Formula Premixes and Starters (*below*) contains high levels of zinc and iodine to promote healthier hooves, animal growth and reproduction. (Hoof growth is a long term process so benefits may not be seen for several months of continuous feeding of this mixture.)

Dr. Morrical builds on the work done by Dr. Kennedy of Pipestone Veterinary Services. In addition to increased levels of zinc and iodine, most contain additional selenium (to the maximum level allowed by the FDA), manganese, and cobalt to maximize flock health and immunity. Molybdenum has also been increased for more protection against copper accumulation in the liver—sheep absorb copper more efficiently than goats.

Add our new Sheep/Goat ADE Premix to either salt or your own grind and mix for high concentrate diets low in fresh forage.

Questions? Get answers from experts

Visit our website: premier1supplies.com/advice
or email: sheepadvice@premier1supplies.com

For an emergency service, contact your nearest veterinarian or clinic.

New! Shepherd's Choice® Lamb & Kid Starter Feeds

A FIRST DRY FEED FOR LAMBS AND KIDS

- ✓ Made with dried skim milk and flavored to encourage early consumption.
- ✓ Blend of easily digestible protein sources to provide optimal amino acid nutrition.
- ✓ Highly palatable, energy packed and medicated to smooth the stressful transition of the weaning process.
- ✓ Keep feed fresh by only offering very small amounts early on. Provide a constant supply of clean, fresh water.



Lamb Starter

Kid Starter



Sheep Trace Mineral Premix



Lamb Finisher Trace Mineral Premix



Goat Trace Mineral Premix



Kid Finisher Trace Mineral Premix



Sheep/Goat ADE Premix

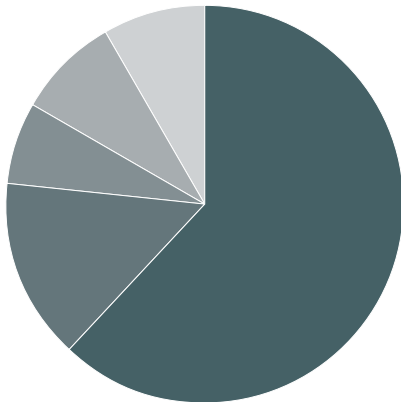
American Lamb on Fire

PROGRAM HIGHLIGHTS

- US consumer research conducted to guide short- and long-term strategies
- Outdoor Cooking Adventures social media promotions captured attention
- American Lamb Burger tested by chain restaurant
- Successful virtual and in-person events
- Lamb Flavor Research Phase III validated REIMS technology with consumer panels
- New Lamb Quality for producers video series
- Food influencer network expanded



FINANCIALS



PROMOTION	\$995,040
COMMUNICATIONS	\$236,365
RESEARCH	\$106,098
USDA OVERSIGHT	\$132,640
ADMINISTRATION	\$132,009
TOTAL EXPENSES	\$1,602,152

*For Fiscal Year October 1, 2020-September 30, 2021



Download THE FY2021 ANNUAL REPORT
LambResourceCenter.com



American Lamb Board

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

LambResourceCenter.com
Lamb Checkoff
Info@AmericanLamb.com

**SIGN UP FOR
WEEKLY
ENEWSLETTERS**

LambResourceCenter.com

JOIN TODAY!



BENEFITS OF MSPA

- ✓ *Michigan Shepherd News* mailed quarterly and monthly *American Sheep Industry Magazine*
- ✓ Annual Shepherd's Weekend conference with programs for the whole family
- ✓ 10% off print ads in *Michigan Shepherd News*
- ✓ Consign to member only online sheep sale
- ✓ Youth scholarship program
- ✓ Free educational webinars
- ✓ Networking experiences and mentoring programs
- ✓ Ability to serve on state and national committees



PO Box 192, Coopersville, MI 49404

samaludl@gmail.com

(616) 610-5628



CONSUMER RESEARCH

Insight Survey

EXISTING LAMB CONSUMERS DRIVE SALES GROWTH DURING COVID-19

POSITIVE PERCEPTIONS OF LAMB

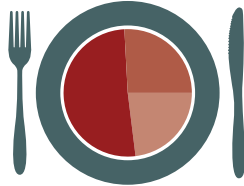


Flavor | Quality | Tenderness | Freshness

75% of lamb consumers eat meat because it **tastes good**

ATE LAMB IN THE PAST 12 MONTHS

51% twice a month to once every 3 months



26% once a week or more

23% a couple times a year or a single special purchase



2/3 of lamb consumers plan to purchase lamb in the next **6 months**

LAMB PURCHASERS* SAY:



- want to better understand lamb cuts
- want more cooking guidance
- social media is a popular source for new recipes



LAMB PURCHASERS

52% are aware of the source of their lamb

42% prefer to buy American Lamb



HEAVY LAMB PURCHASERS+

- college-educated Millennials with families
- live in urban areas
- income > \$100,000 per year

The Lamb Consumer Survey was conducted online August 25-30, 2021. The survey includes all lamb purchases, domestic and imported. Respondents were from a nationally representative sample of 18 to 76 year-olds, primarily responsible for grocery shopping and food preparation, and have eaten lamb in the past 12 months, either at home or in a restaurant. For a copy of the full report contact Rae at ALB.

* Defined as those who eat lamb twice a month to once every three months

+ Defined as those who purchase lamb once a week or more

AMERICAN
Lamb
PROMOTION BOARD

American Lamb Board

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

LambResourceCenter.com
 Lamb Checkoff
 Info@AmericanLamb.com

SIGN UP FOR
WEEKLY
NEWSLETTERS

LambResourceCenter.com

American *Lamb* **SUMMIT**

East Lansing, MI ★ Aug. 8-9, 2022

AMERICAN LAMB SUMMIT PLANNING COMMITTEE

Richard Ehrhardt, PhD – Michigan State University

Dan Morrical, PhD – Premier 1 Supplies

Brenda Reau – Michigan Sheep Producers Association

Megan Wortman – American Lamb Board

Rae Villa – American Lamb Board



Premier 1 Supplies

2031 300th St.
Washington, IA 52353
(800) 282 6631

🌐 Premier1Supplies.com
✉ sheepadvice@premier1supplies.com
📠 (800) 346 7992 fax



American Lamb Board

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

🌐 LambResourceCenter.com
📘 [Lamb Checkoff](#)
✉ Info@AmericanLamb.com

SIGN UP FOR WEEKLY ENEWSLETTERS

LambResourceCenter.com