

ALB COOPERATIVE FUNDING PROGRAM

Supplier 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 _____ Company _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Project Name _____ Date of Project _____

Amount Requested for Project \$ _____ Location(s) of Project _____

Does your company 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

Foodservice/Chefs

Retailers

Current or potential sheep industry members

What are the goals of this project? At least 1 goal must be measurable.



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

What is the budget for this project, keeping in mind that the Cooperative Funding Program is a cost share between ALB and supplier. Funds from ALB may be used to reimburse actual costs for contracted/ agency services, printing and supplies, sponsorships, demonstrations, incentive programs and promotional materials. ALB funds cannot be used for lobbying activities, capital assets, salaries, slotting fees, retail ads/ circulars and product discounts.

ITEM	SUPPLIER SHARE	REQUESTED FROM ALB
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
TOTALS	\$	\$

BY SUBMITTING THIS APPLICATION, THE FOLLOWING ARE AGREED TO:

- Approved projects will require a signed contract (provided by ALB and approved by USDA).
- An ALB member or staff may make a site visit.
- Funds will be used to only promote American Lamb (not imported lamb).
- Funds will not be used to promote a specific state, region, or breed of sheep.
- No funds from ALB will be used 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 will include an American Lamb reference - not just a product brand or company name.
- 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.
- Records for the project will be retained by company for 3 years, with the understanding these records may be audited by ALB and/or USDA.

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

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