



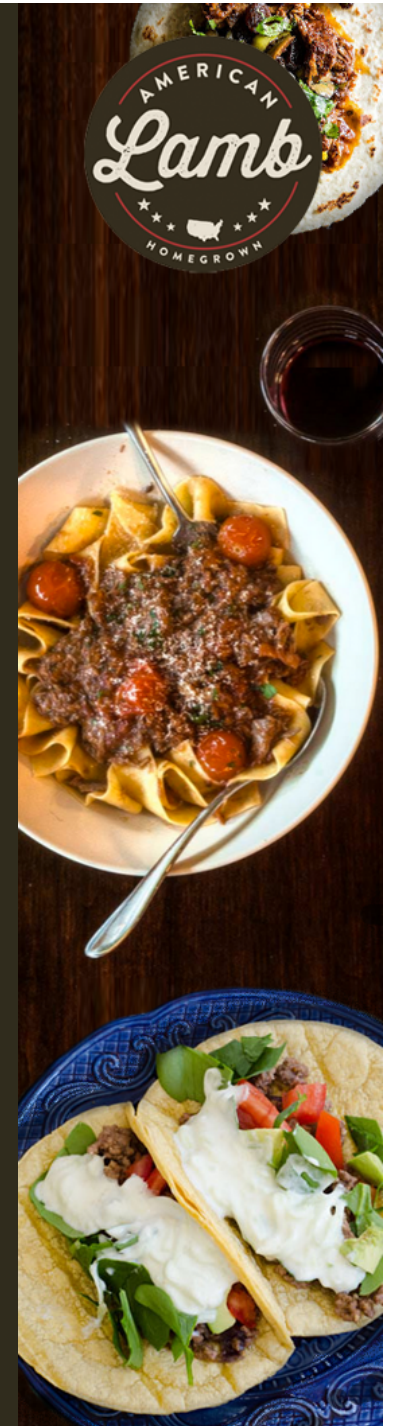
American Lamb Board Sales Presentation

Marketing Fresh, Local Homegrown Flavor
To Hispanic Lamb Lovers



Sales Presentation Agenda

1. The Hispanic Market Opportunity
2. Main Objectives
3. Common Lamb Preferences
4. Unique Barriers and Opportunities
5. How to Reach Hispanic Consumers
6. Messaging Cues
7. Key Tactics
8. Seasonal Merchandising Calendar

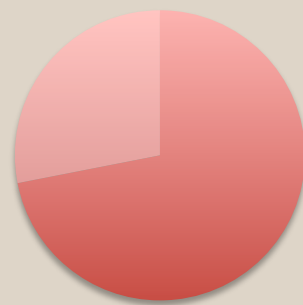




Why Hispanic Consumers?

The Hispanic Market Opportunity

- Over 54 million Hispanics in the US with nearly \$1.2 trillion spending power
- Spend 15-20% more of disposable income on groceries
- Shop for food more frequently
- More likely to cook from scratch at home and for larger families
- One of the largest lamb-buying segments, and most likely Mexican



■ Mexican





Tapping into the Hispanic Market

Main Objectives

Business Objective:

Increase consumption of American lamb among Hispanic Americans

Marketing Objectives:

Educate Hispanic consumers about the benefits of American lamb in order to:

- Increase the value perception of American lamb
- Build preference for purchasing American versus imported lamb when shopping to prepare home meals
- Encourage more frequent preparation of lamb for home-cooked meals

Messaging Objective

We want Hispanic consumers to **ask for fresh, local, homegrown flavor** each time they are at the counter.





Marketing to Hispanic Lamb Lovers

Common Lamb Preferences

- Hispanic lamb purchases tend to be price-driven, resulting in preference for less-expensive, older cuts
- Less concerned with origin of lamb or freshness
- One of the most popular cuts desired is shoulder
- Look for meat that looks and smells fresh
- Believe that redder meat indicates quality
- Look for USDA-approved certifications and labels
- Look for the expiration date on the package





Overcoming Unique Barriers: How to Reach Hispanic Consumers

Barrier

- Hispanics who shop at a butcher do so because they believe meat is fresher
- Belief that lamb is too expensive
- Typically use lamb only for traditional cooking recipes
- The belief that lamb preparation is labor intensive
- Don't know or care about the origin of the lamb they purchase

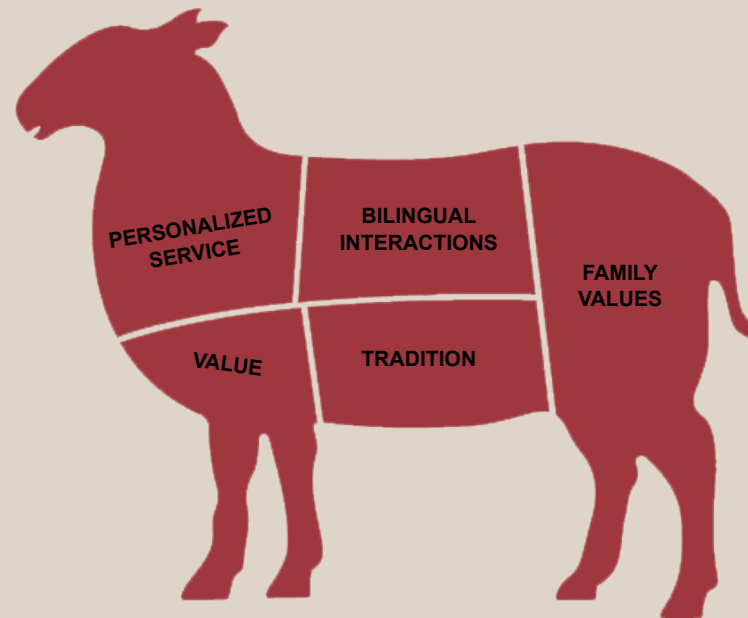
Opportunity

- Promote packaged American lamb with on-pack or in-store education, and information about American lamb's freshness and locality
- Redefine value with themes that resonate: freshness and health
- Provide American lamb recipes that encourage everyday preparation with familiar cuts and ingredients
- Provide pre-prepared foods and cooking recipes that make casual American lamb preparation easy
- Use signage and on pack messaging that details how American lamb's family-owned locality results in fresher, more succulent lamb



Increasing Engagement and Loyalty: How to Reach Hispanic Consumers

Hispanic consumers do not want to be sold to,
they want to connect with brands that embrace their culture



**Family is the most self-defining factor in a Latina shopper's life.
Retailers must help her feel good about what she serves her family.**



Marketing to Hispanic Lamb Lovers

Cultural Considerations

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- Don't lump all Hispanic consumers into the same category (e.g. Mexican); identify if they are Mexican, Puerto Rican, Caribbean or Latin American and communicate accordingly.
- Don't assume that all Hispanic consumers want to be communicated with in Spanish
- Don't simply translate all the general market communications and ads into Spanish. Hispanic consumers are bilingual and majority consumes media in both English and Spanish
- Don't feed into stereotypes: avoid sombreros, fiestas, mariachis, rancheros in your marketing communications.
- Don't hide behind signage and marketing collateral, resulting difficulties for Hispanic consumers to learn more about American lamb

✓

- Make yourself aware of your local area's unique Hispanic composition, its language idioms, holidays and traditions
- Offer the option for a Spanish or English conversation with bilingual materials
- Ensure that concepts, ideas and translations are appropriate for your specific market
- Use shared values when marketing to diverse Hispanics: love of family and community, and optimism in life; being happy.
- Educate retailers and butchers about American lamb's benefits for Hispanic consumers. Provide resources for consumers to learn more through phone numbers and website



Marketing to Hispanic Lamb Lovers

Messaging Cues

The main message we want to communicate to Hispanic consumers is: *American lamb is superior to imported lamb because it's raised with **fresh, local homegrown goodness.***

Consider additional flavor, family and freshness messaging cues to build value when developing marketing materials, signage or educational collateral targeted at the Hispanic segment.



American Lamb is Flavorful

Sheep are raised on nutrient-dense diets rich in fresh, young grasses and other forage resulting in a leaner, more delicate-tasting lamb meat.



American Lamb is Raised by Families

It's a family affair: more than 80,000 family farmers raise healthy, American lamb across every state in the US.



American Lamb is Fresh

10,000 miles fresher than imported lamb, American lamb is local and never frozen, resulting in a milder, more succulent, and tender lamb.



Marketing to Hispanic Lamb Lovers

Key Tactics

Messaging to Hispanics with relevant materials in high engagement areas demonstrates commitment and understanding to the community.

- On-pack and in-store bilingual recipes with familiar ingredients and preparations
- USDA on-pack label guarantees
- In-store samples of lamb prepared in non-traditional ways with familiar ingredients
- Convenient pre-packaged and pre-prepared lamb packs
- In-store information detailing which cuts are best for particular dishes
- Information about the health benefits of fresh American lamb
- (Bilingual) signage that indicates today's 'fresh cuts' and USDA approval
- Promote less-expensive cuts as a point-of-entry

✓ Ensure messaging communicates the **fresh, homegrown flavor** of American Lamb.





Marketing to Hispanic Lamb Lovers

Key Tactics

Consider cross-marketing popular Hispanic brands or including popular Hispanic products into recipes and tips. Well-known brands include:

HERDEZ



The Right Cut at the Right Time

Seasonal Merchandising



Lamb is not currently consumed daily by the Hispanic community.
It is, however, valued for special events, holidays, and other celebrations

Hispanic Holidays	New Year's Day/New Year's Eve (Ano Nuevo)	Jan 1	Latin America
	The Day of the Three Kings (Dia de Los Reyes Magos)	June 6	Latin America
	Birthdate of Benito Juarez	Mar 21	Mexico
	Birthdate of Cesar Chavez	Mar 31	Mexico
	Holy Week (La Semana Santa)	Mar 29-Apr 5	Latin America
	Cinco de Mayo	May 5	Mexico
	Day of the Mothers (Dia de Las Madres)	May 10	Mexico/Latin America
	Mexican Independence Day	Sept 16	Mexico
	Day of the Dead/All Souls Day (El Dia de los Muertos)	Nov 2	Mexico, Central America
	Anniversary of the 1910 Revolution	Nov 20	Mexico
	Feast Day of Our Lady of Guadalupe (Dia de la Virgen de Guadalupe)	Dec 12	Mexico
	Las Posadas	Dec 16-24	Mexico, Latin America
	Christmas Eve/Christmas (La Nochebuena y La Navidad)	Dec 24-25	Mexico, Latin America
American Holidays	Cinco de Mayo	May 5	
	Mother's Day	May 10, 2015	
	Father's Day	June 21, 2015	
	4th of July	July 4, 2015	
Other celebrations include weddings, birthdays and births			



For holidays, the Hispanic market prefers the higher quality cuts from fresh non-frozen young animals weighing 25 to 45 pounds fresh carcass weight, although it will vary by holiday and culture.

When providing recipes and meal tips, keep fresh, seasonally available ingredients in mind.

- Popular Hispanic Lamb Dishes include:
- Roasts using rib and shoulder chops, bone-in leg and shoulder, rack
 - Braised dishes using shoulder chops and meat
 - Grilled kabobs using shoulder meat
 - Stews using shoulder meat and shanks, often mutton