



# American Lamb Board Sales Presentation

Marketing Fresh, Local, Homegrown Flavor  
To Muslim Lamb Lovers



# Sales Presentation Agenda

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

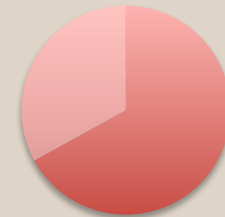




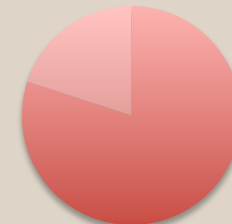
# Why Muslim Consumers?

## The Muslim Market Opportunity

- Nearly 8 million Muslims in the US with nearly \$200 billion spending power
- \$500 million: the Halal foods annual market potential
- Diverse group of nationalities and races united by a shared religion
- Muslims in the US are most likely Arab, North African, African American or Asian.
- Young and educated: 67% more educated than average American, 80% younger than 40
- Willing to pay a premium for Halal and quality lamb



More educated



Younger than 40

### According to the 2014 American Muslim Consumer Market Study:

- 86% of respondents want Halal foods to be available at their regular grocery stores
- For every product category except meat – vast majority shop at national/regional stores
- Majority of respondents look for best value (price and quality) when shopping for food



# Tapping into the Muslim Market

## Main Objectives



### **Business Objective:**

Increase consumption of American lamb among Muslim Americans

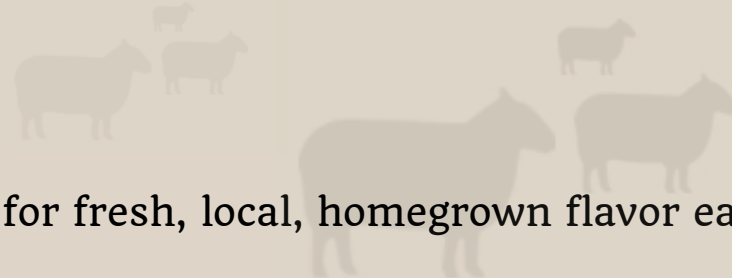
### **Marketing Objectives:**

Educate Muslim 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 American lamb for home-cooked meals

### **Messaging Objective**

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





# Marketing to Muslim Lamb Lovers

## Common Lamb Preferences

- Lamb purchases are motivated by quality: freshness, cleanliness and smell
- Demand young lamb in preference to yearling lamb or mutton
- Prefer American lamb to imported but show low awareness in where to find it
- Will not buy lamb if it is near, touching or processed with pork products
- Prefer Halal lamb but, if unavailable, may buy non-Halal only if made aware of the other high quality, ethically sound lamb
- Prefer “mild” flavored lamb



Tradition 69%

Flavor 62%

Special Occasions 56%

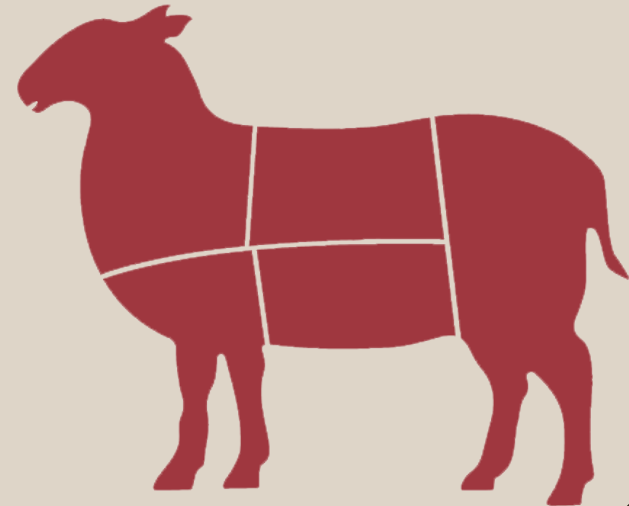


# Halal Foods: Understanding Muslim Dietary Guidelines

- ✓ • Halal foods are foods that are allowed under Islamic dietary guidelines.
- Halal values are based on wholesomeness, goodness and purity.



- ✗ • Muslims cannot eat:
  - Pork or pork by-products
  - Animals dead prior to slaughtering
  - Animals not slaughtered properly or not slaughtered in Allah's name
  - Blood and blood by products
  - Alcohol
  - Carnivorous animals
  - Birds of prey
  - Land animals without external ears







# Overcoming Unique Barriers: How to Reach Muslim Consumers

## Barrier

- Lack of trust in meat suppliers/retailers
- Belief that most American brands do not understand Muslim values
- Belief that mainstream stores have higher prices than local butcher
- Typically use lamb only for traditional recipes
- Belief that Halal lamb is largely unavailable

## Opportunity

- Use education to promote transparency about American lamb and its production
- Demonstrate respect for Halal guidelines around the meat case
- Show American lamb value through shared Muslim and brand philosophies
- Provide lamb recipes that encourage everyday preparation with familiar cuts and ingredients
- Where available, provide on-pack stickers and meat case signage to indicate Halal



# Increasing Engagement and Loyalty: How to Reach Muslim Consumers

- Muslims share many American homegrown values.
- Show understanding and empathy to build engagement, loyalty and collective endorsement.
- 80% of Muslims would prefer to buy a brand that supports Muslim values and will pay more and go out of their way to do so.

- FAMILY
- HARDWORK
- TRANSPARENCY
- ENVIRONMENT
- SINCERITY





# Marketing to Muslim Lamb Lovers

## Messaging Cues



The main message we want to communicate to Muslim 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 Muslim segment.



### **American Lamb is Wholesome**

Sheep are raised on nutrient-dense diets rich in fresh, young grasses and other forage resulting in leaner, healthier meat.



### **American Lamb is Good**

Producers take great care in making sound production management decisions that keep the health and welfare of the animal in mind, which naturally yields a lean and flavorful meat.



### **American Lamb is Pure**

Sheep are reared on high-quality forage diets with minimal environmental impact and an eye toward stewardship and conservation. The tender care translates into freshness, clean, delicate flavor and succulent texture.

# Marketing to Muslim Lamb Lovers

## Messaging Cues



### **American Lamb is Raised by Families**

It's a family affair:

- More than 80,000 family farmers raise lamb across every state in the US.



### **American Lamb is Homegrown**

- 10,000 miles fresher than imported lamb, American lamb is local and not frozen, resulting in a more succulent, tender and delicate lamb.
- Nourish Your Family with Healthy, American Lamb
- Remind consumers of the health benefits of lean, American lamb while appealing to their desire and to provide healthy meals for their whole family.



### **One lean 4oz serving of American lamb that will provide:**

- An excellent source of high-quality protein
- Vitamin rich benefits
- Nearly half the daily requirement of zinc
- An ideal source of iron
- A heart healthy meat high in good fats

USDA National Nutrient Database for Standard Reference



# Marketing To Muslim Lamb Lovers

## Key Tactics

- Messaging to Muslims with relevant materials in high engagement areas demonstrates commitment and understanding to the community.
- Leverage word of mouth with Muslim community, cultural and religious leaders
- Post flyers at religious and social centers prior to a major holiday
- Post ads and articles in magazines, newsletters, TV, and radio stations with known Muslim audiences
- Leave collateral and educational materials with retailers and place a classified or business directory ad for Halal meat offerings
- Offer free samples of American lamb at a farmer's market or in-store
- Cross-promote American lamb with popular Muslim products
- Create simple on-pack and in-store recipes for everyday cooking
- Create and promote a Halal-only section of the meat case, or if Halal is unavailable, keep American lamb separate from pork products
- Consider working with retailers to create digital tactics like geofencing and digital couponing
- Consider cross-marketing popular brands among your region's Muslim demographics and create Halal-based recipes.
- Ensure messaging communicates the fresh, homegrown flavor of American Lamb.



# The Right Cut at the Right Time

## Seasonal Merchandising

Traditional Muslim holidays are critical purchasing occasions but so are many American holidays. Purchases are planned 3-7 days in advance. Halal is preferred but not always necessary

Islamic/Muslim Holidays Unblemished	Holiday Name	Date	Recommended Cuts
	Mawlid al-Nabi(Prophet's Birthday)	December 11-12, 2016	Lamb -No specific requirements
	Ramadan- 30 days	June 18, 2015	Lamb, Weaned, 60-80 lbs
	Eid al-Fitr(Festival of Fast Breaking)	July 17-18, 2015	Lamb 60-80lbs
	Eid al-Adha(Festival Of Sacrifice)	September 23-24, 2015	Lamb 60-80 lbs, preferred
	Muharram- Hajsa (Islamic New Year)	October 14, 2015	Lamb, Weaned, 60-80 lbs
American Holidays	Holiday Name	Date	Recommended Cuts
	New Year's	December 31, 2014- January 1, 2015	Popular Cuts Shoulder
	Mother's Day	May 10, 2015	Leg
	Father's Day	June 21, 2015	Mince/Ground
	4th of July	July 4, 2015	Back Chops (Kurdish/Arab)
	Other celebrations include weddings and births.		Neck(Pakistani/Turkish) Front/Chump Chops (Turkish)

