

American Lamb Board

What the Sheep Industry
Needs to Know



INFORMATION



RESEARCH



PROMOTION





The American Lamb Board (ALB) is the national promotion, research and information checkoff program that works on behalf of all American producers (commercial and seedstock), feeders, direct marketers and processors to build demand for American Lamb. Funding is through mandatory assessments paid by all industry segments. This is a national checkoff program authorized by the Lamb Promotion, Research and Information Order, which went into effect in 2002.

The 13-member board represents all industry sectors, geographic regions and sizes of production. Members are nominated by qualified industry organizations, then appointed by the Secretary of Agriculture. The work of the ALB is overseen by USDA and supported by staff in Denver, CO. Almost two-thirds of the annual budget funds American Lamb promotion programs. By law, the Board's expenditures for administration are limited to 10% or less of projected revenues.

WHAT ALB CAN DO

- Promote only American Lamb in US and international markets
- Build a preference for American Lamb among consumers, chefs and retailers
- Conduct research on industry efficiency, sustainability and product quality
- Inform industry on improving efficiency, product quality and enhancing marketing opportunities
- Communicate results and programs to industry

WHAT ALB CAN'T DO

- Influence legislation or policy
- Disparage other agricultural commodities
- Make false product claims



THE AMERICAN LAMB BOARD STRATEGIC PLAN

The ALB Strategic Plan guides prioritization of programs and aligns resources that can help achieve strategic goals. It is another way that the ALB remains accountable to its stakeholders.

MISSION

Increase the value of American Lamb for all segments contributing to the Lamb Checkoff.

TARGET

Build demand for American Lamb and recapture market share from imports by increasing domestic supplies and the competitiveness of the US industry.

Strategic Goals



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

EVALUATING SUCCESS

Understanding lamb market trends, sales, demand, consumer usage and attitudes, and the effectiveness of the lamb checkoff programs are key for developing sound programs, measuring progress and delivering value to all Lamb Checkoff contributors. ALB funds evaluation and metric studies by independent experts such as:

- Lamb demand analysis
- Market trends
- Retail sales
- Menu trends
- Consumer insights
- Return on investment



THE MANDATORY AMERICAN LAMB CHECKOFF

The Mandatory American Lamb Checkoff is paid by both US production and processing sectors, as established by federal law. Sheep or lambs of any age, including ewes, rams, feeder and market lambs, breeding stock and cull animals are subject to the national lamb checkoff assessment at the time of every sale. Imported meat sales are not part of the program, therefore allowing ALB to only promote and build a preference for American Lamb.

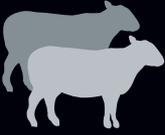
Those who raise lambs (such as commercial and seedstock producers, feeders, exporters and direct marketers) contribute \$.007 per pound. This is called the “live weight” assessment.

Those who harvest the meat (including packers/processors, direct marketers and cooperatives) contribute \$.42 per head. This is called the “per head” or “first handler” assessment.

ASSESSMENTS ARE COLLECTED BY:

- Market agencies (auction markets, purebred sales, commission agents, etc.) submit both live weight assessments from the seller and per head (first handler) assessments from the buyer directly to the ALB.
- Packers collect the live weight assessments from the seller, add their per head assessment and remit both to the ALB.
- Direct marketers are also responsible for paying the American Lamb Checkoff directly to ALB. They are both the producer and the processor; therefore owe the live weight assessment and the per head assessment.
- Exporters of live lambs send assessments to ALB at the time of sale.

ALB Checkoff: How it Works



LIVE WEIGHT ASSESSMENT

\$.007/LB

Paid to lamb purchaser by seller at the time of each sale

PAID BY:

- Producers
- Feeders
- Seedstock producers
- Exporters
- Direct marketers

COLLECTION PROCESS:

Auctions

1. Collect live weight and first handler assessments
2. Remit to ALB

Sales, Fairs & Shows

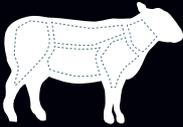
1. Sale managers, fair boards and 4-H/FFA clubs can collect and remit directly to ALB

OR

2. Deduct and pass through to the buyer, who becomes the first handler who is responsible for remitting both assessments to ALB

Exporters

1. Remit to ALB at the time of export



FIRST HANDLER ASSESSMENT

\$.42/Head

First Handler is the owner of the animal at time of slaughter, such as packer, processor or direct marketer

PAID BY:

- Packer/processors
- Direct marketers
- Any individuals, groups, partnerships, cooperatives or other legal entities that own the animals at the time of slaughter

COLLECTION PROCESS:

Packers/Processors

1. Collect live weight assessments from sellers
2. Add first handler assessments
3. Remit both to ALB

Direct Marketers

1. Pay both live weight and first handler assessments
2. Remit directly to ALB



Serving on the American Lamb Board

THE ROLE OF BOARD MEMBERS is to work to achieve an effective and coordinated program of promotion, research and information designed to strengthen the American Lamb industry's position in the marketplace; maintain and expand existing markets and uses for lamb and lamb products; and to carry out programs, plans and projects designed to provide maximum benefits to the industry.

The board is responsible for:

- Setting policies that guide the board and staff
- Ensuring assessments are collected and income is spent responsibly
- Reviewing and approving program plans and budgets
- Attending and actively participating in meetings/calls
- Developing program goals and strategies
- Evaluating the effectiveness of programs

INDUSTRY REPRESENTATION AND DIVERSITY was top of mind when the Mandatory Lamb Checkoff was planned. The 13 ALB members must meet specific criteria to represent the entire US sheep industry. Importers do not pay into program and therefore have no representation on the board. All members serve 3-year terms, but no member will serve more than 2 consecutive 3-year terms.

The Board is composed of:

- Representatives from two geographical regions: (1) east of the Mississippi River, and (2) west of the Mississippi River.



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- 6 producers: At least 2 must come from each region and the other 2 will be appointed at the Secretary of Agriculture's discretion. Of the 6 producers, 2 must own annually 100 or fewer head of lambs, 1 must own between 101 and 500 head, and 3 must own more than 500 head.
- 3 feeder representatives: at least 1 from each geographic region. At least 1 feeder must feed fewer than 5,000 head of lambs annually and at least 1 must feed 5,000 or more head. The third feeder will be appointed at the Secretary's discretion.
- 3 first handlers (entity or person who buys or takes possession of lambs from a producer or feeder for slaughter, including custom slaughter; or a producer or feeder who markets lamb products directly to consumers).
- 1 seedstock producer.

NOMINATIONS FOR ALB are announced by USDA when vacancies are upcoming. Nominations are made by USDA certified organizations which represent US producers, feeders, first handlers and seedstock producers. At least 2 nominees for each seat are required. Individuals must be a producer, feeder, seedstock producer or first handler who markets or handles lamb or lamb products in the US and pays the mandatory assessment.

Past and current ALB members say serving on the board is a rewarding experience that increases their knowledge of the entire industry, while allowing them to make a significant contribution to its successful future.

To learn more about serving on the board, contact ALB at 303-759-3001 or email Info@AmericanLamb.com.

HUNGRY FOR MORE INFORMATION?

Go to the ALB industry website

LambBoard.com

and sign up for the American
Lamb Checkoff's enews



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American Lamb Board

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

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