

# American Sheep Industry Association

## Lamb Council Policy & Forum Agenda Friday ~ January 21, 2022 7:30 a.m. – 11:30 a.m. (Pacific Time)

**Bob Harlan (WY), Co-Chair**  
**Laurie Hubbard (PA), Co-Chair**

- 7:30 a.m.           **Call to Order**  
*Bob Harlan & Laurie Hubbard*
- 7:35 a.m.           **Lamb Consumer Insights and Strategies**  
*Megan Wortman, American Lamb Board*
- 8:05 a.m.           **Differentiating Lamb Flavor**  
*Dale Woerner, Ph.D., Texas Tech University*
- 8:35 a.m.           **Transitioning to Electronic ID: Pathways & Obstacles for the U.S. Sheep Industry**  
*Cindy Wolf, DVM, ASI Animal Health Committee Co-Chair*
- 9:05 a.m.           **Delving into Video Market Sales**  
*Mike Hollenbeck, Northern Livestock Video Auction, MT*  
*Dave Johnson, Equity Cooperative Livestock Sales, WI*  
*TBA*  
*TBA*  
*Moderator: Bob Harlan*
- 9:50 a.m.           **Ethnic Markets: The Good, The Bad & The Unknown**  
*Don Hawk, Danville, OH*  
*Dave Johnson, Equity Cooperative Livestock Sales, WI*  
*TBA*  
*TBA*  
*Moderator: Laurie Hubbard*
- 10:35 a.m.          **Lamb Market Update and Outlook**  
*Tyler Cozzens, Ph.D., Livestock Marketing Information Center*
- 11:10 a.m.          **Market Discussion**  
*Bob Harlan*
- 11:20 a.m.          **Policy and Resolutions**  
*Bob Harlan & Laurie Hubbard*