

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**
Vance Broadbent, Broadbent Ranches, Evanston, WY'
Henry Hollenbeck, Northern Livestock Video Auction, MT
Dave Johnson, Equity Cooperative Livestock Sales, WI
Moderator: Bob Harlan
- 9:50 a.m. **Ethnic Markets: The Good, The Bad & The Unknown**
Benny Cox, Producers Livestock Auction, San Angelo, TX
Don Hawk, Danville, OH
Dave Johnson, Equity Cooperative Livestock Sales, WI
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