

Seasonality of the US Lamb Industry

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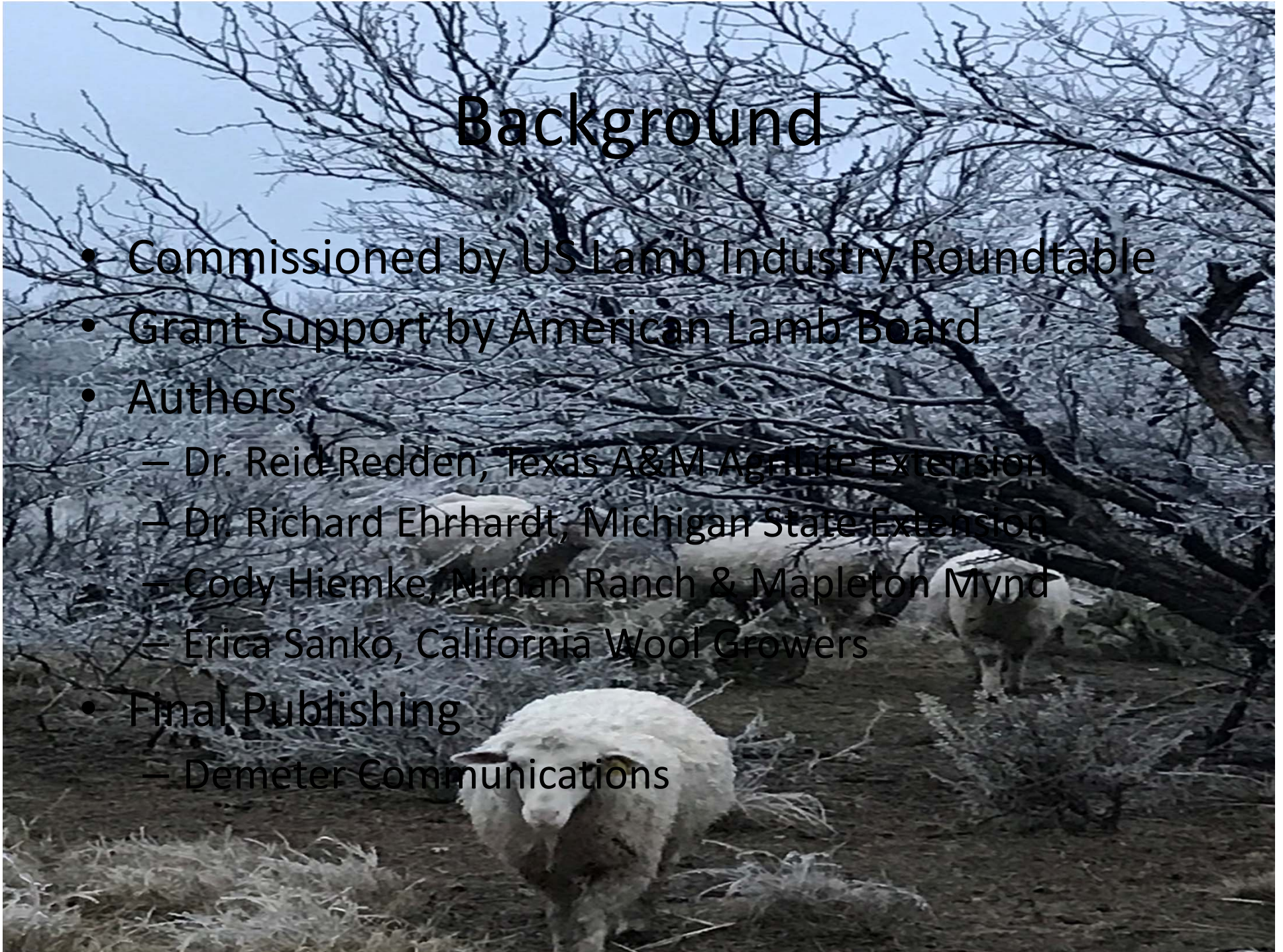
Outline

- Background
- Seasonality of Supply
 - Traditional
 - Non-Traditional
- Demand
 - Traditional
 - Non-Traditional
- Market Incentives
- Aseasonal Sheep Breeding
- Conclusion



Background

- Commissioned by US Lamb Industry Roundtable
- Grant Support by American Lamb Board
- Authors
 - Dr. Reid Redden, Texas A&M AgriLife Extension
 - Dr. Richard Ehrhardt, Michigan State Extension
 - Cody Hiemke, Niman Ranch & Mapleton Mynd
 - Erica Sanko, California Wool Growers
- Final Publishing
 - Demeter Communications



Seasonality of US Lambing

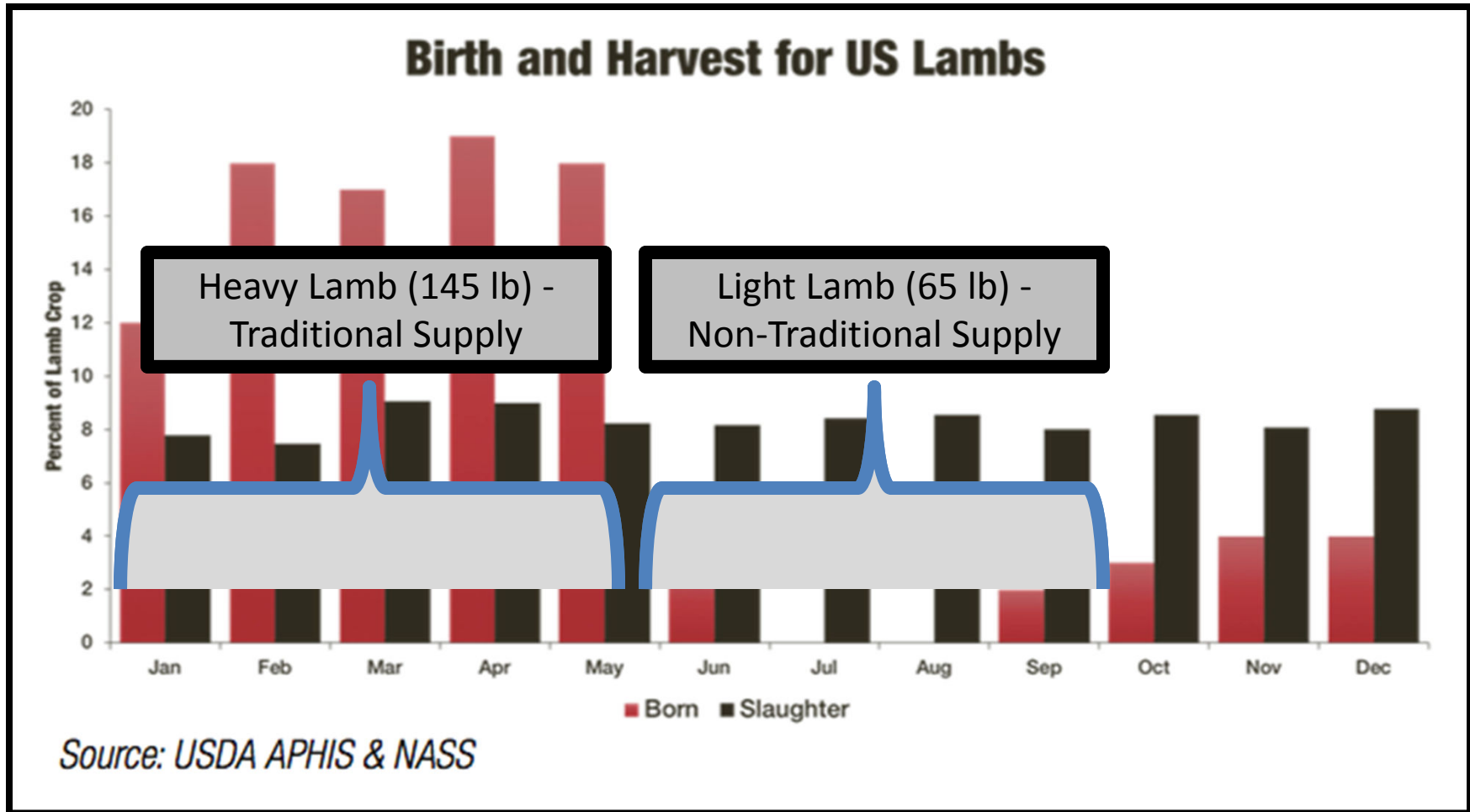
A photograph of a large flock of sheep in a lush green field. The sheep are clustered together in the middle ground, facing various directions. The field is filled with tall, green grass. In the background, there are rolling hills and mountains under a sky filled with heavy, grey clouds. The overall scene is a typical pastoral landscape.

1. Short-Day Breeders

2. Feed Resource Availability

3. Avoid Harsh Weather Conditions

Seasonality of Supply



Traditional Lamb Consumer

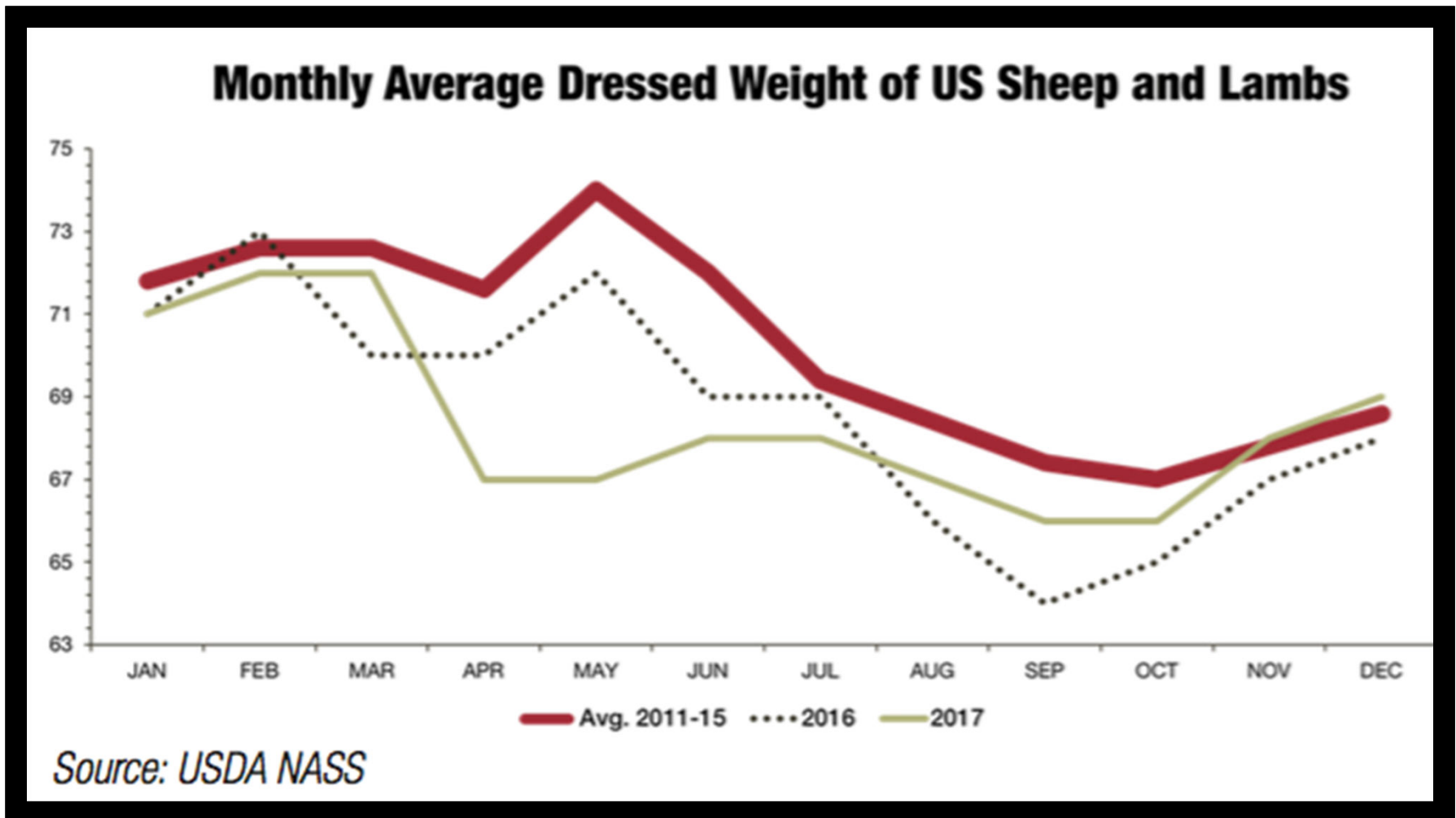


Nontraditional Lamb Consumers

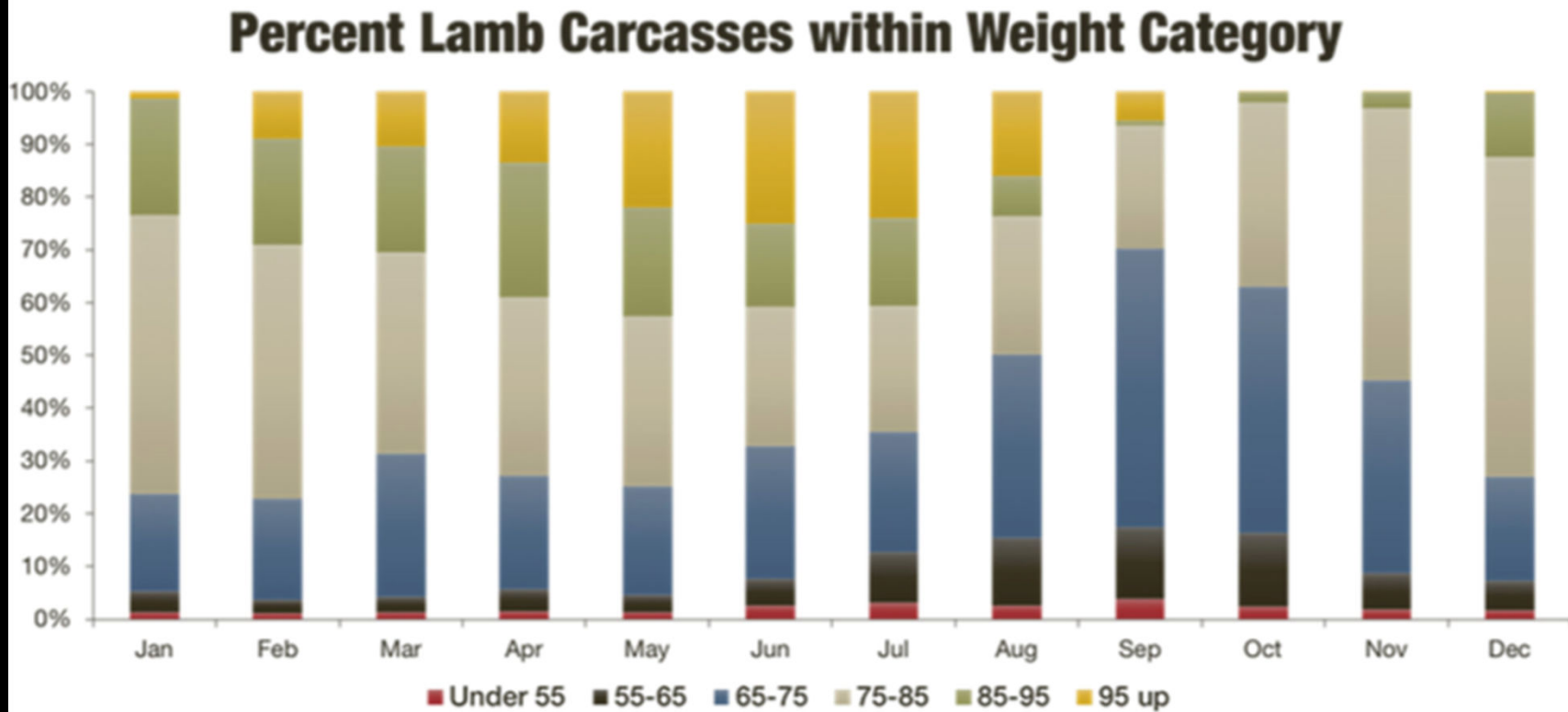
- Highly Diverse Group of Consumers
 - Mostly, ...
 - Recent immigrants from less developed countries
 - Muslim Faith
 - Sheep and Goat Meat are common proteins in diet
 - Religious Events
 - Eid al-Fitr (End of Ramadan) & Eid al Adha (Sacrifice Feast)
 - Islamic Calendar
 - Direct to Consumer
 - Farmer Market
 - Local Marketing



Carcass Weight

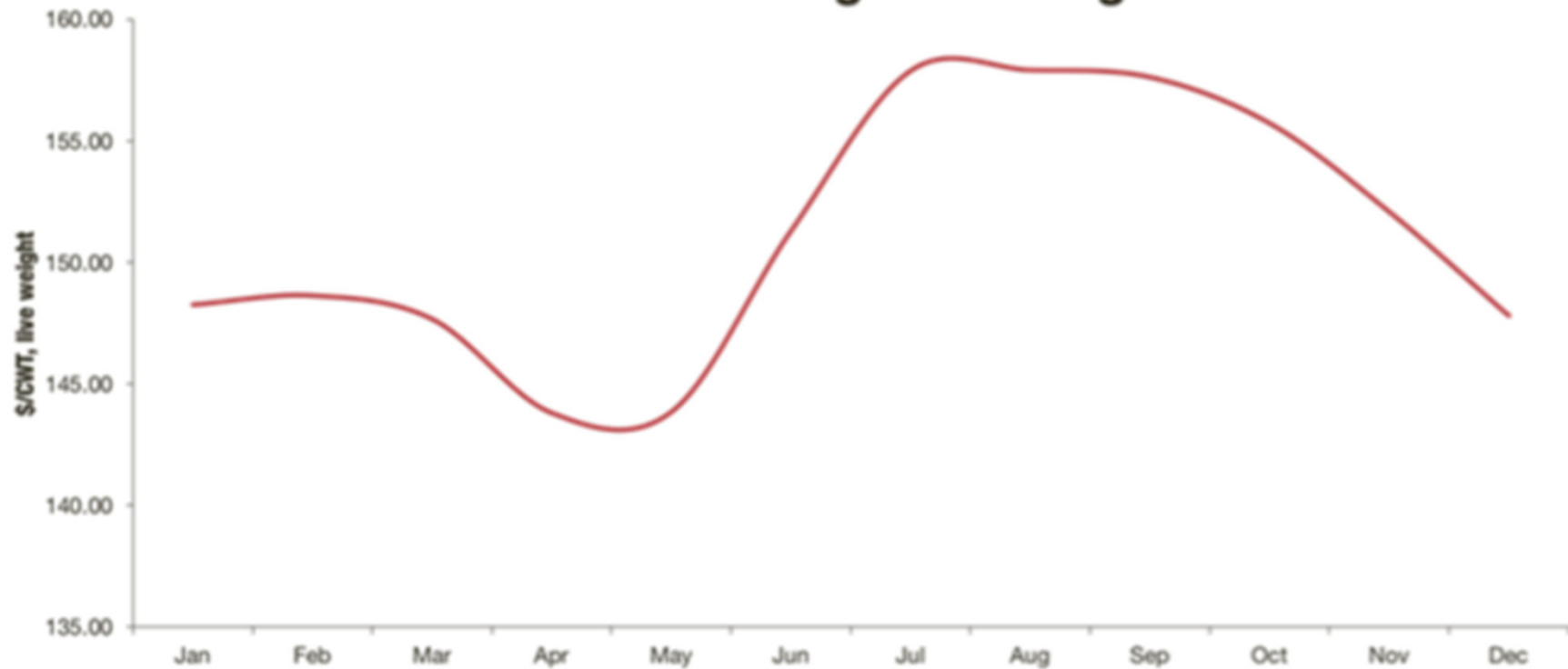


Carcass Weight



Source: USDA APHIS & NASS

Traditional Slaughter Lamb Market 2014-2017 145 Lbs. Average Live Weight



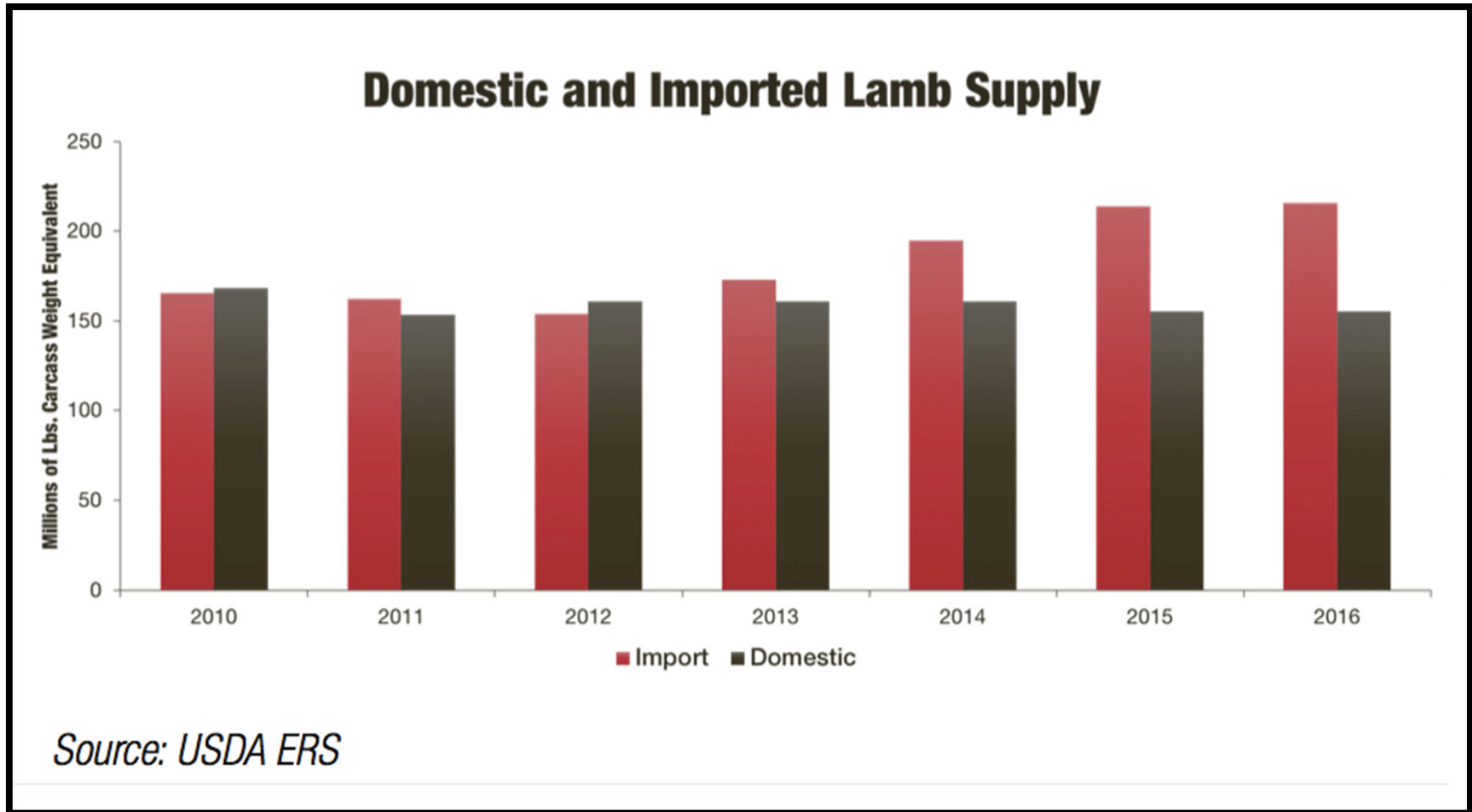
Source: LMIC

Nontraditional Lamb Slaughter 2010-2016 by Price and Volume 68 Lb. Average Live Weight

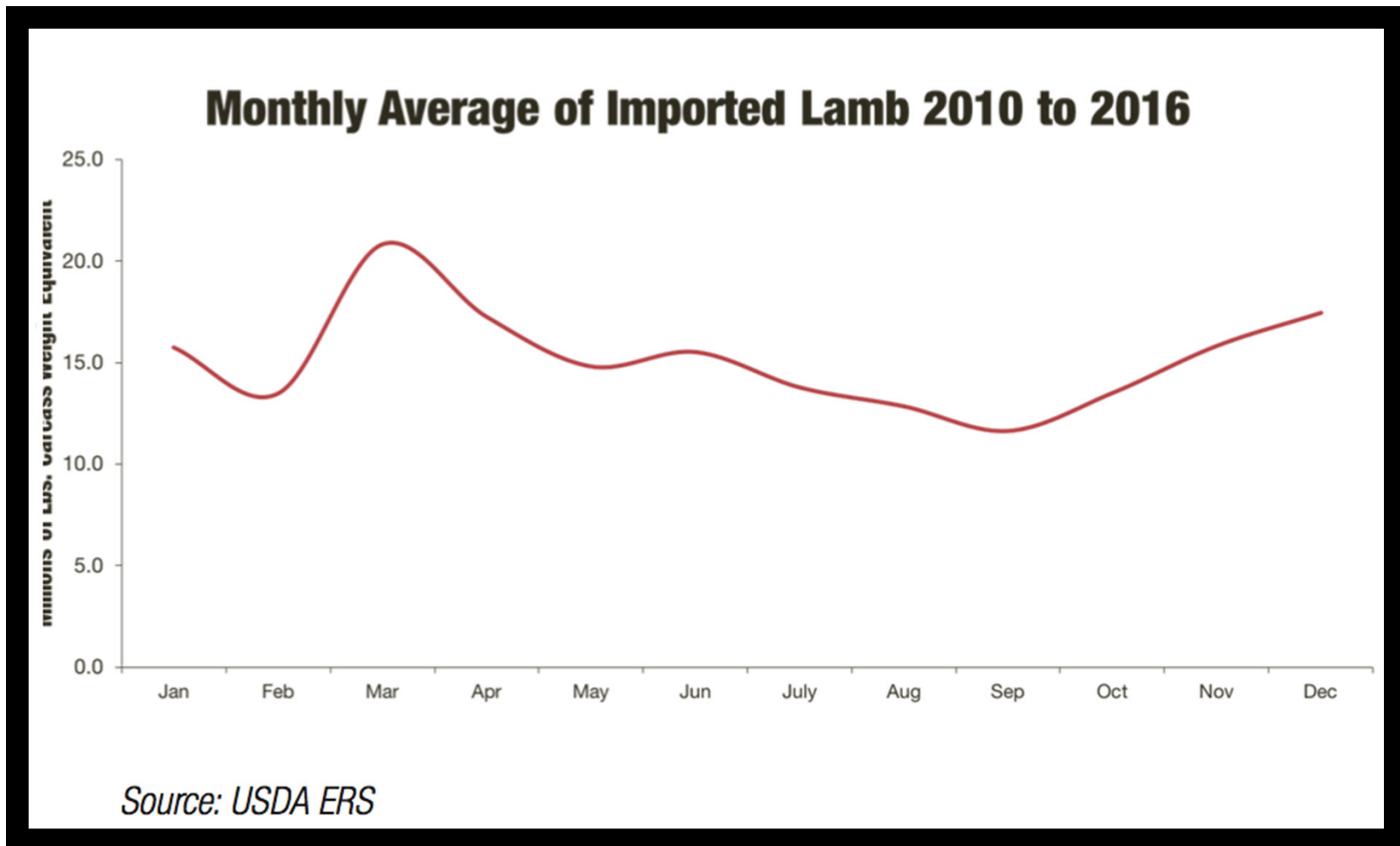


Source: Texas A&M AgriLife Research and Extension and Producers Livestock Auction, San Angelo, TX

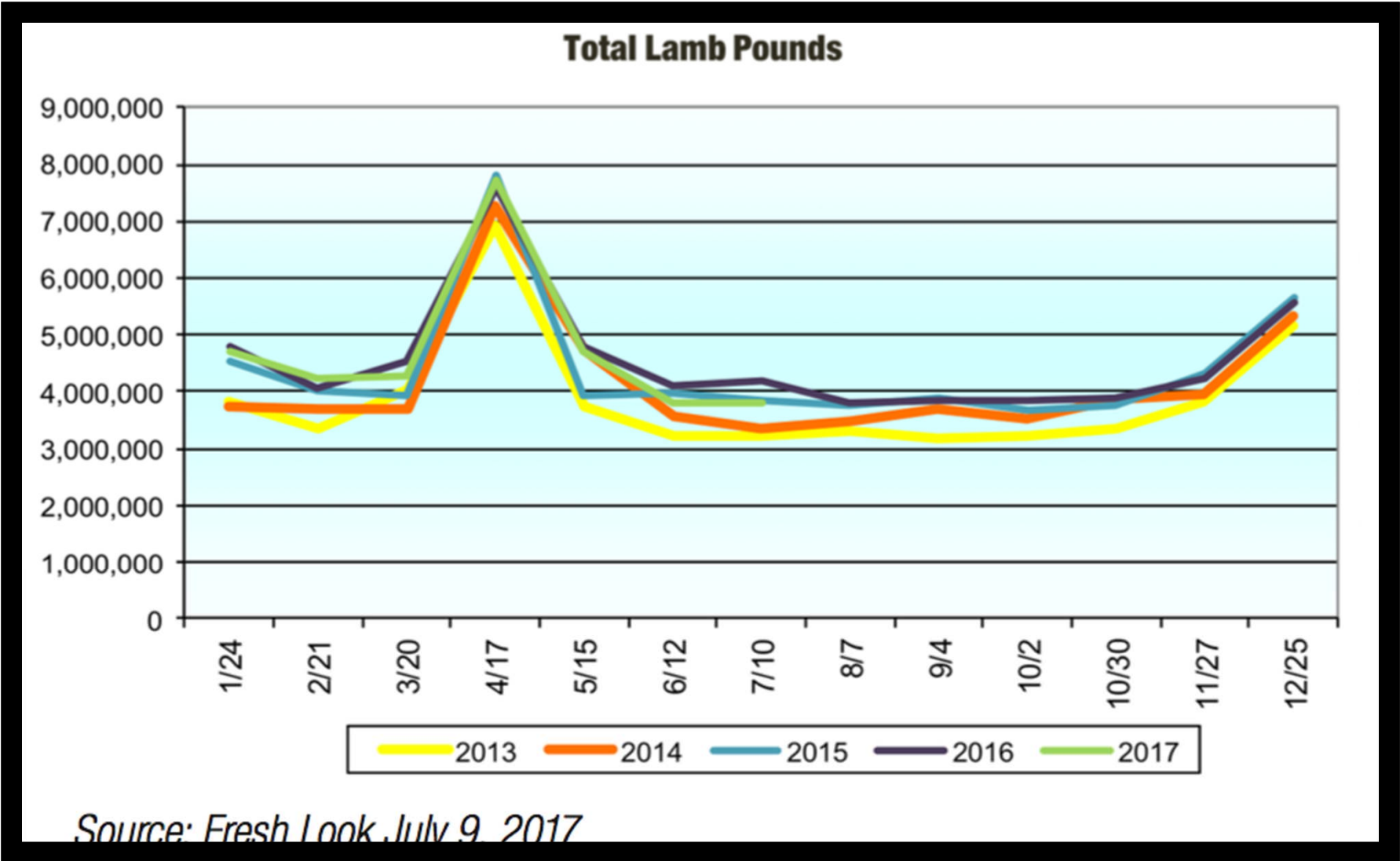
Imports



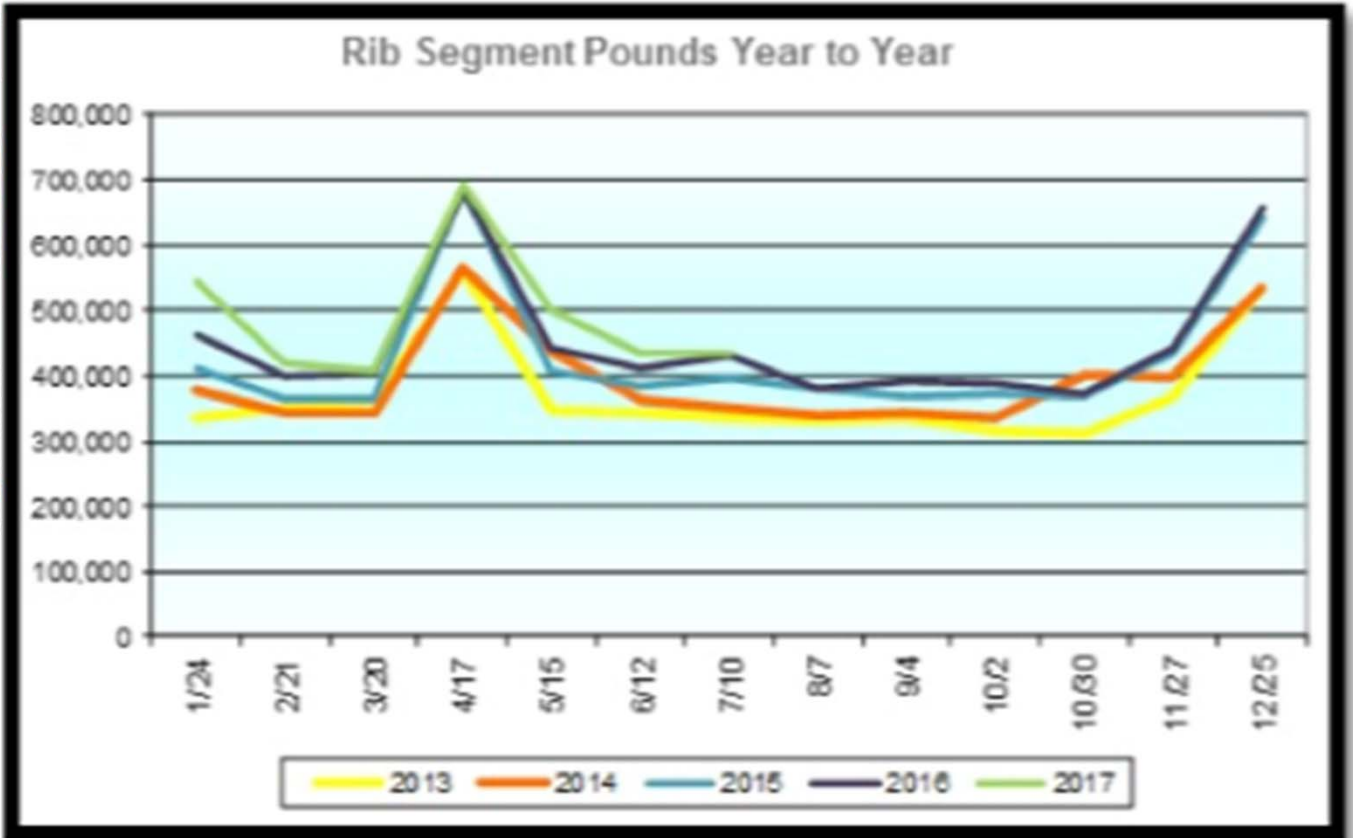
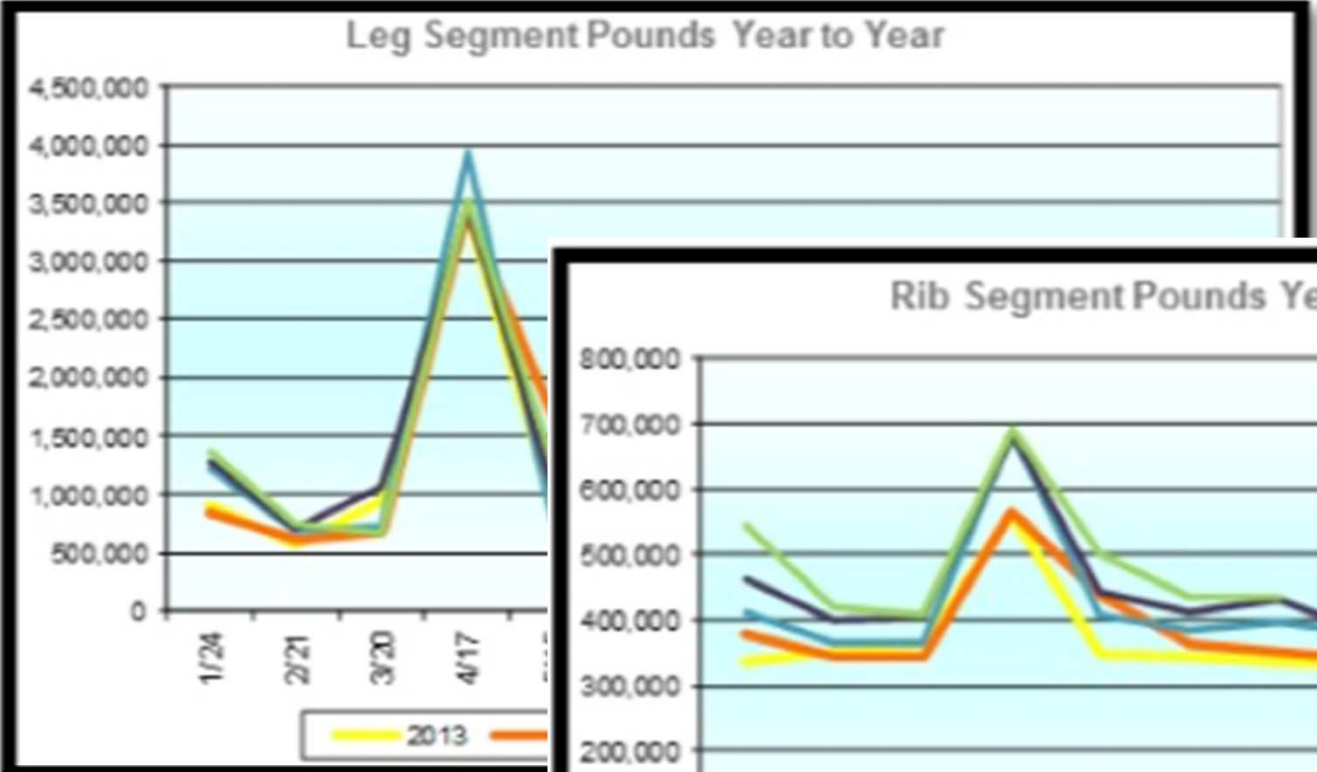
Seasonality of Imports



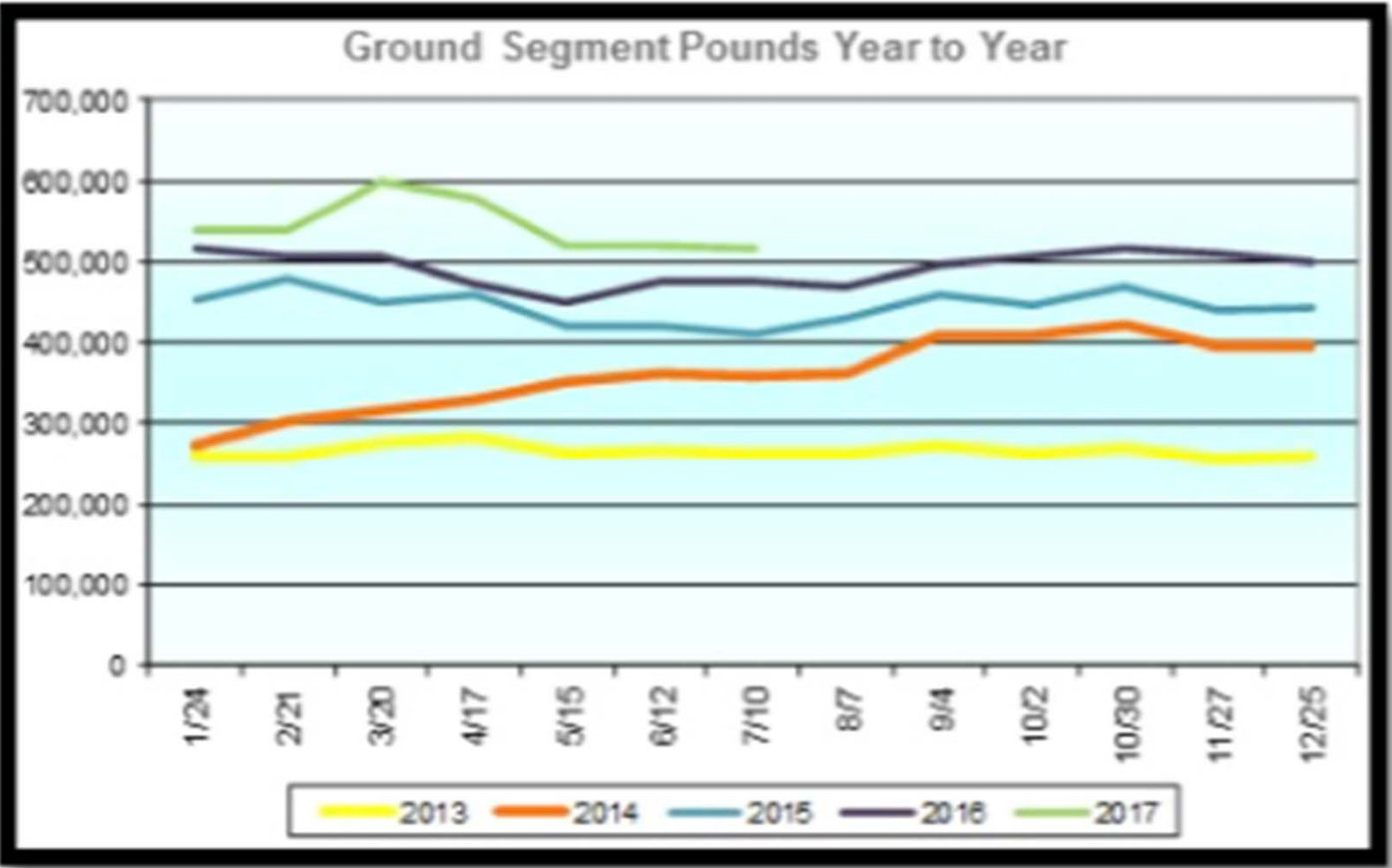
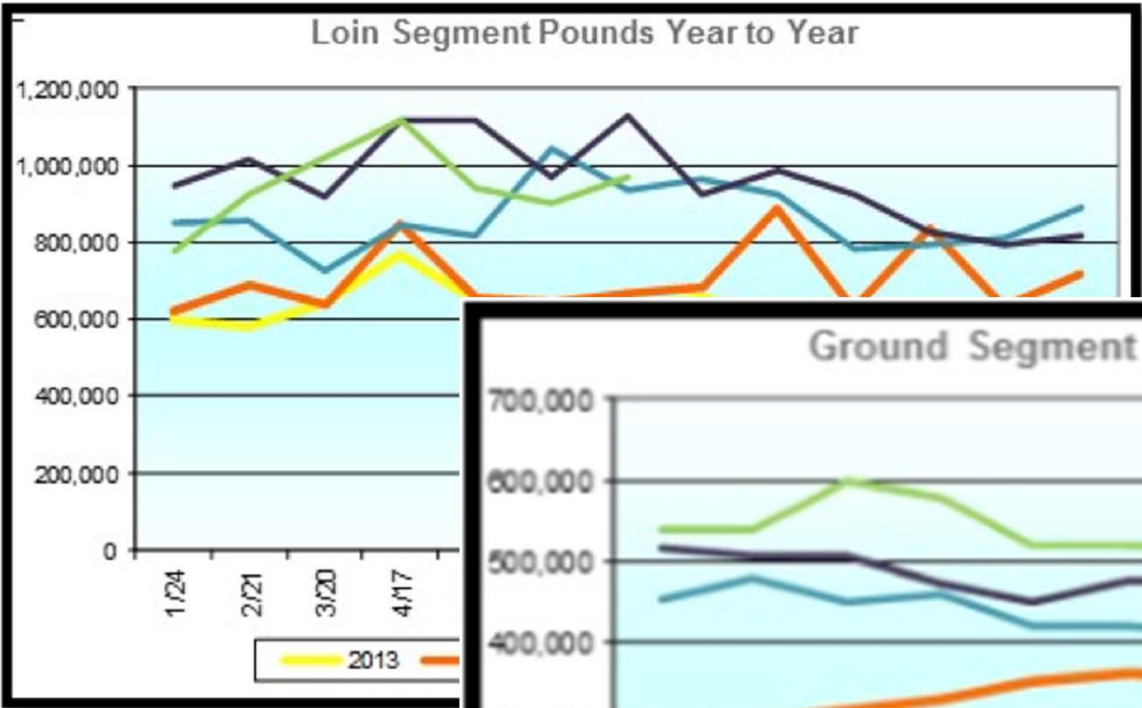
Retail Sales



Retail Sales



Retail Sales





Frozen Product

- Majority of foodservice & retail customers are averse to buying frozen lamb!!!
 - Beef, Pork, and Poultry are available fresh
 - Shanks & Neck for cold-weather demand
 - Legs are frozen to prepare for holidays
- Direct Marketers
 - Most product is frozen after processing



Market Incentives

- Seasonal Price
- Packer Techniques to Cover Demand
 - Seasonal Premiums on Contracts
 - Seasonal “no-less-than-price” Contracts
 - Market ewe lambs early
 - Background cross-bred wethers

Techniques to Alter Lambing Season

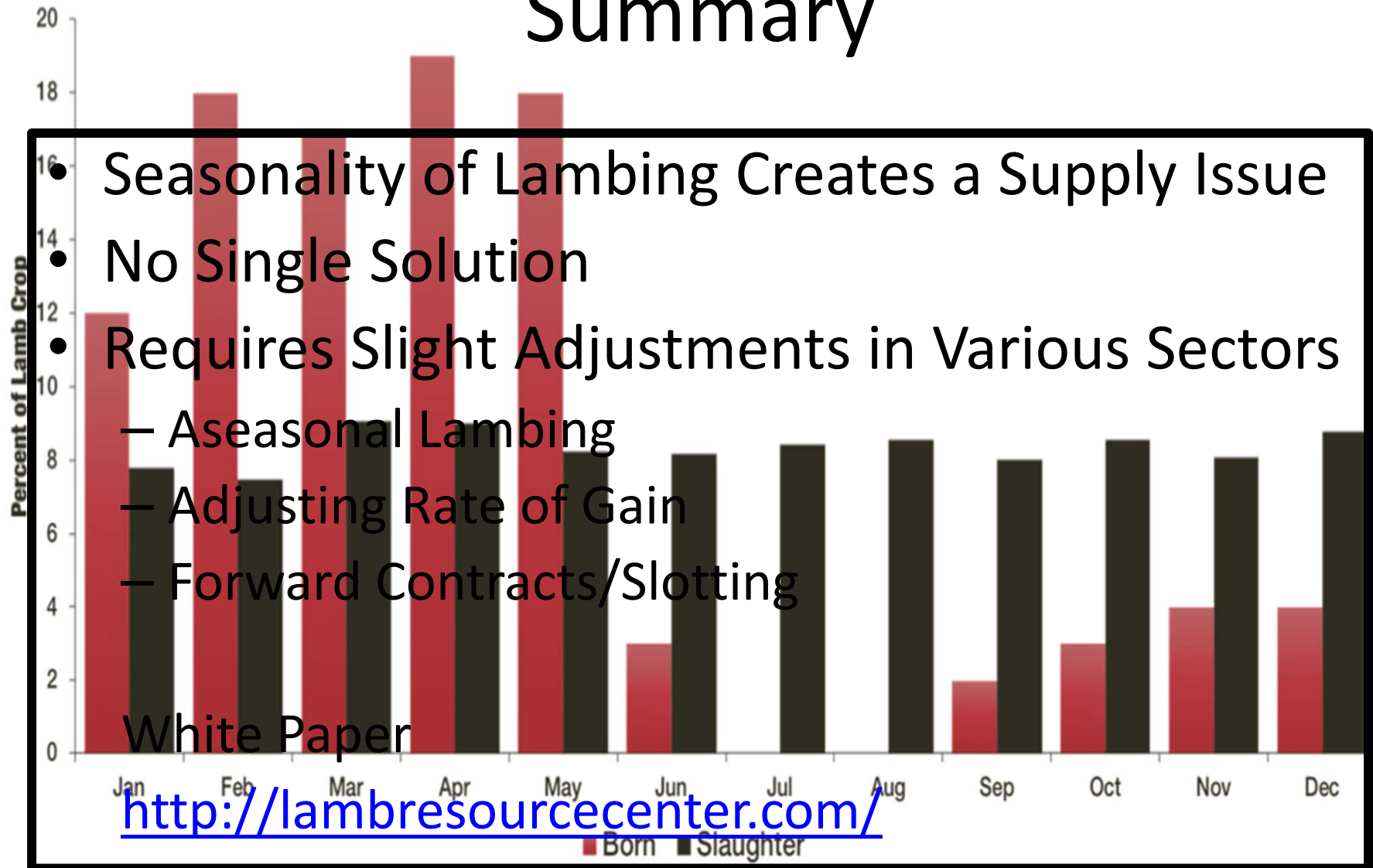
- Plane of Nutrition
- Ram Effect + Higher Ram Coverage
- Exogenous Hormones
- Light Therapy
- Genetics



Technologies Needed to Improve Aseasonal Lamb Production

- Aseasonal Breeding is Consistently, Inconsistent
 - Better genetic prediction of aseasonal lambing
 - Quantitative
 - Molecular
 - Better understanding of strategic nutritional management
 - Exogenous hormones and light therapy technologies could be improved upon
- 
- A photograph of a large flock of sheep in a lush green field. The sheep are clustered together in the middle ground, facing various directions. The field is tall grass, and the background shows rolling hills under a heavy, overcast sky with grey clouds. The overall scene is a typical pastoral landscape.

Birth and Harvest for US Lambs Summary



Source: USDA APHIS & NASS

Questions

