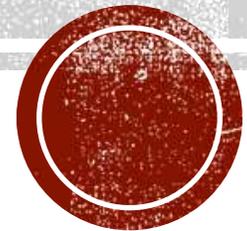


# LAMB COUNCIL UPDATE



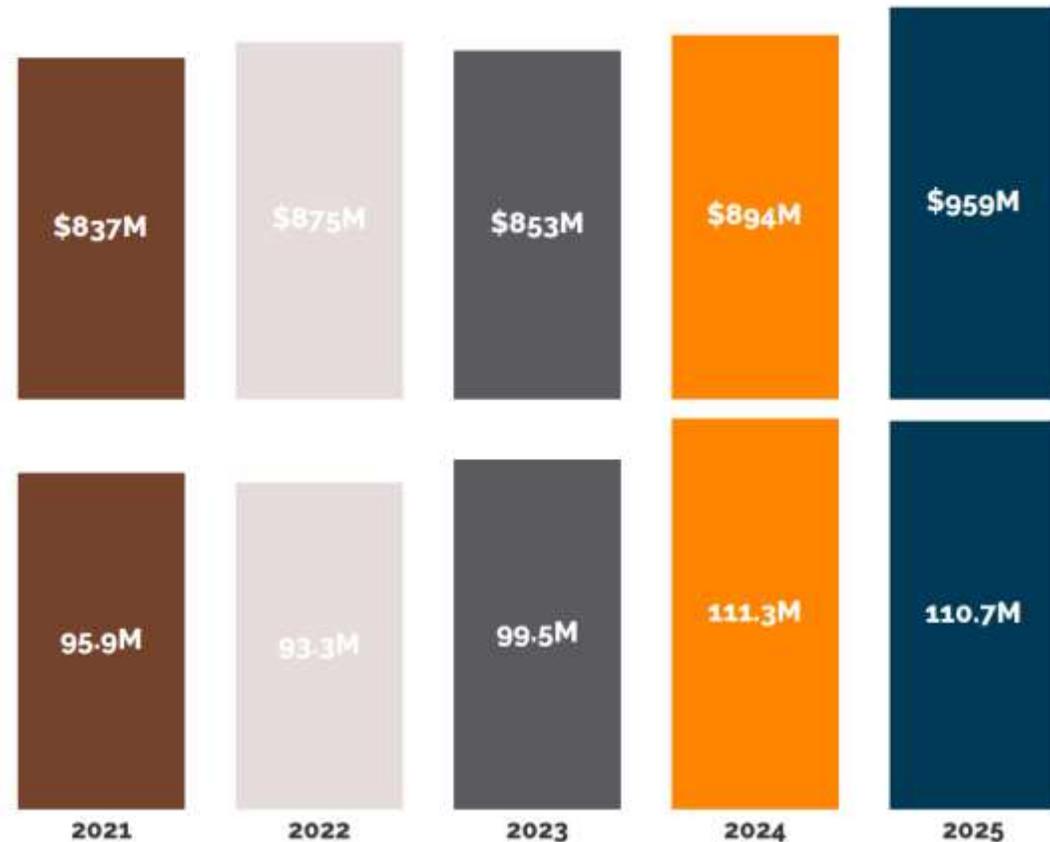
# STRONG DEMAND FOR AMERICAN LAMB

- Retail sales have been growing since Covid
- Chefs and consumers want to support local farmers and ranchers
- High consumer interest in protein
- New dietary guidelines prioritizes high quality nutrient rich proteins including red meat



# TOTAL U.S. SALES — AMERICAN LAMB + IMPORTS

Dollar and Volume Sales, 2021 – 2025



Dollar sales of lamb were up

**7.4%**

in 2025 compared to 2024, while volume sales slightly dipped

**-0.6%**



# U.S. LAMB SALES – AMERICAN LAMB ONLY

Dollar and Volume Sales, 2021 – 2025



Dollar sales of American lamb were up

**9.4%**

in 2025 compared to 2024, while volume sales increased

**5.9%**



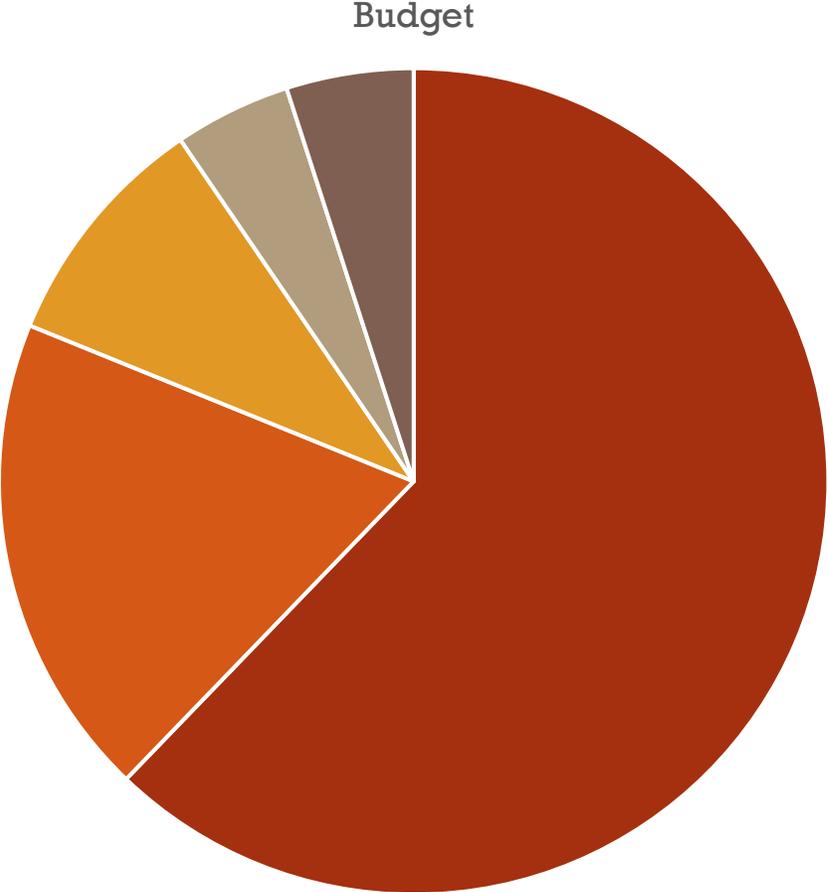
# GROWING AMERICAN LAMB SUPPLIES

- Imports represent 70% of the lamb consumed in the US
- Price is still the biggest barrier to increasing utilization of American Lamb
- What can we do to produce more American Lamb to meet the growing demand and capture more market share?
- What can we do to produce more lamb year-round at competitive prices?
  - Improve productivity – implement management practices that reduce inefficiencies



# ALB FY 2026 BUDGET

Promotions = 60%  
Education and Research = 30%  
Admin/Oversight = 10%



■ Promotions ■ Industry Education ■ Research ■ USDA Oversight ■ Admin



# NEW RESEARCH REQUEST FOR PROPOSALS

- ALB is soliciting research proposals that address one or both of these priorities:
  - Overcoming hurdles for the expansion of domestic sheep production
  - Increasing the competitiveness and advancing the image, desirability, use, marketability, production, product development, or quality of American Lamb
- Received 30 proposals
- Created a research advisory group with representation from ASI



# NEW ALB EDUCATION PROGRAMS



*Presented by ASI & ALB*

- Dr. Camren Maierle, Director of Producer Education and Research
- Grazing Workshops
- Sheep IQ Program
  - Website – hub of educational resources
  - Regional workshops
  - Podcasts
  - Newsletter and social media



# SHEEP IQ WEBSITE

- Updated Best Practices Guides – Increasing Your Lamb Crop
  - Fact sheets and videos
- Emission Calculator and Mitigation Strategies
- Producer Profiles – Success Stories (implementing best management practices)
- Extension Resources and Events
- ASI Resources
  - Handbooks – sheep Production and Targeted Grazing
  - Sheep Care Resources
  - Quality Assurance programs



# NEW USDA GRANT

## Advancing Markets for Producers

- 65% of the budget has to be direct producer payments
  - \$21,000 for 150 producers
  - Technical Assistance Provider
    - Operational plan to reduce inefficiencies and mitigate emissions
  - ALB Marketing Support
  - Shearwell Tools
  - Soil Testing
  - NSIP Support



# SHANKS FOR YOUR SUPPORT!



- Sheep IQ Coming Soon!
- Lambboard.com
  - Reports
  - Promotional Tools
  - Workshops
  - Funding Applications
  - Sign Up for Weekly Newsletter
- Americanlamb.com
  - Consumer facing content – recipes, nutrition, where to buy, virtual cooking classes
- Instagram
  - @Fanoflamb

