



Mary Humann – Foodservice Consultant – July 2023

The American Lamb Board

- Founded in 2002
- Funded by checkoff assessment
- Focus on research, education and promotion





The U.S. Sheep Industry

- Sheep raised in all 50 states
- About 80,000 sheep ranches
- Leading lamb production states:
 - Texas
 - California
 - Wyoming
 - Utah
 - Colorado
 - South Dakota



American Lamb Breeds

- 80 percent of American Lamb are raised for meat (wool is byproduct)
- American lamb is larger than imported lamb
- More than 40 breeds of sheep in the United States
- Most popular U.S. Sheep breeds: Suffolk, Dorset and Hampshire

American Sheep Production



- Some grassfed only
- Majority grain finished for short time
- NO growth hormones used



* Although growth hormones are not used in lamb production in the United States, they are legal to use.

Benefits of Sheep Grazing

- Cost effective solution for natural land management
- Natural weed control around vineyards, orchards and solar farms
- Protecting high risk communities from wildfires





Lamb versus Mutton



- Lamb is meat from sheep less than one year of age

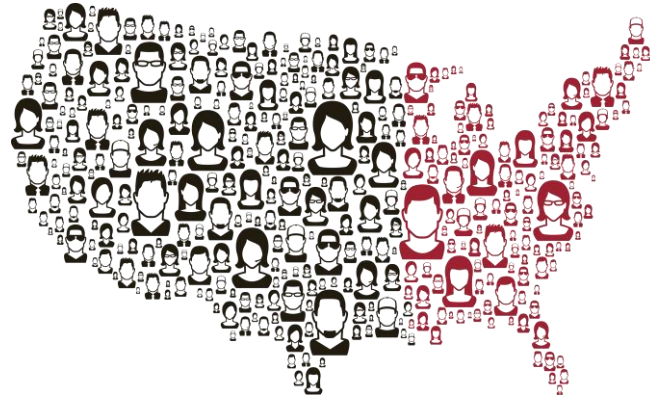


American Lamb Sales

- Approximately 400 million pounds of lamb are sold each year in the United States
- Traditionally about 60% retail/40% foodservice
- U.S. Per Capita Consumption – About 1.2 pounds per person
- Most lamb sold is halal



The Traditional Lamb Consumer



- Income plays a role in lamb consumption
- Males are more likely to be lamb eaters
- Lamb consumption linked to special occasions/holidays
- Many consumers only eat lamb at restaurants



The **Changing** Lamb Consumer

- New generation of adventurous eaters with no biases towards lamb
- Consumers prefer American Lamb and will pay a premium
- Strong and growing interest in authentic global flavors

Lamb Retail Sales 2020 - 2023

- Consumer demand for lamb increased considerably during pandemic
- Post COVID sales show slowdown due to inflationary concerns



Retail Sales of Lamb by Cut (Pounds) in First Quarter 2023



- Loin (24%)
 - Leg (22%)
 - Shoulder (18%)
 - Rack/Rib (16%)
 - Ground (9%)
 - Other (11%)
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- Pound sales were down 2.8% compared to year ago.

 - Lamb prices are gradually declining

Source: IRI/FreshLook Marketing Data – 52 weeks ending 3/2023

Making Lamb More Approachable



LAMB

★ COOKING BASICS ★

70°F

BEFORE COOKING
Bring lamb to room temp.

AFTER COOKING
Let lamb rest.

ALWAYS CUT
Against the grain.

DON'T OVERCOOK!
Use a meat thermometer.

Internal Temperature

*Since the internal temperature of cooked meat will rise, remove it from the oven or grill, adjusting accordingly by pulling your lamb from the heat whenever it is 10 degrees lower than your desired doneness.

PREFERRED DONENESS	PULL TEMPERATURE	FINAL INTERNAL TEMP*
MEDIUM RARE	135°F	145°F
MEDIUM	150°F	160°F
WELL	160°F	170°F

Braising Lamb

INGREDIENTS
Cut of lamb + braising liquid!

BRAISING STEPS

- Choose your cut of lamb and braising liquid.
- Sear the meat on all sides until browned.
- Add lamb and cooking liquid to your cooking ware of choice. For a Slow Cooker or Crock Pot, cook on low for 6-8 hours. For a Dutch Oven, transfer to 325°F oven & cook for 2-3.5 hours (check regularly).
- The proper determination of doneness is tenderness, not temperature. Lamb is done when the meat is tender and a fork can easily pull through the meat.

COOK WARE

CROCK POT
cook on low for 6-8 hours

DUTCH OVEN
transfer to 325°F oven & cook for 2-3.5 hours (check regularly)

Grilling Lamb

- Preheat gas or charcoal grill to Medium-High heat.
- As a general rule, it's best to keep the grill set for cuts that cook quickly, but no longer than you can monitor doneness.
- Don't rely on appearance - a good meat thermometer will provide accurate results. Do not cut into the meat to check doneness. Removing lamb from grill when it's 10 degrees less than your desired cooking temperature.

CUT	GRILL TIME	BROIL TIME
BURGERS (4oz)	4-5 minutes	4 min, flip then 3 min until desired doneness.
RABBIT	20-30 minutes until lightly browned.	3 min, flip then 3 min until desired doneness.
CHOPS	3-4 minutes	1 min, flip then 1-2 min until desired doneness.

*Final internal temperature for medium-rare (chops & rabbit) is 140°F. Final internal temperature for medium (burgers & ground lamb) is 160°F.

HOW TO Roast a Leg of Lamb (BONELESS OR BONE-IN)

- Roast in a 450°F oven for 15 minutes to sear the meat.
- Drop the oven temperature to 325°F.
- Roast for approximately 1.5-2 hours (depending on size of the roast until internal temperature reaches 135°F for medium-rare).

NOTE: Bone-in leg roasts cook faster because the bone acts as an insulator and also adds flavor.

HOW TO Roast a Rack of Lamb (8 RIB RACK)

- Preheat oven to 400°F.
- Sear the rack roast in a pan on stovetop, browning all sides approximately 3-4 minutes.
- Transfer the roast, fat side up in a roasting pan, and roast in the oven for approximately 20-25 minutes until the internal temperature reaches medium-rare at 135°F or your desired doneness.

Marinades & Dry Rubs

You can put together easy marinades with ingredients you're likely to have in your pantry (Lambanico or red wine vinegar, olive oil, onion, garlic & fresh herbs). After the lamb has been in the marinade for 20-45 minutes, your ready-to-go rub can either be sprinkled over the lamb, rubbed directly onto the lamb, or used with wet ingredients. Some rub ideas below!

★ **CLASSIC**
rosemary, onion, minced garlic, salt & pepper

★ **MEDITERRANEAN**
olive vinegar, garlic, & lemon juice

★ **MOROCCAN**
paprika, onion, garlic, & cinnamon

For more cooking tips and recipes visit www.americanlamb.com

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Bite INTO A Lamburger!

Learn more about lamb, discover cooking tips and more on our website. AmericanLamb.com

FEED YOUR **Adventurous** SIDE



Lamb Exports

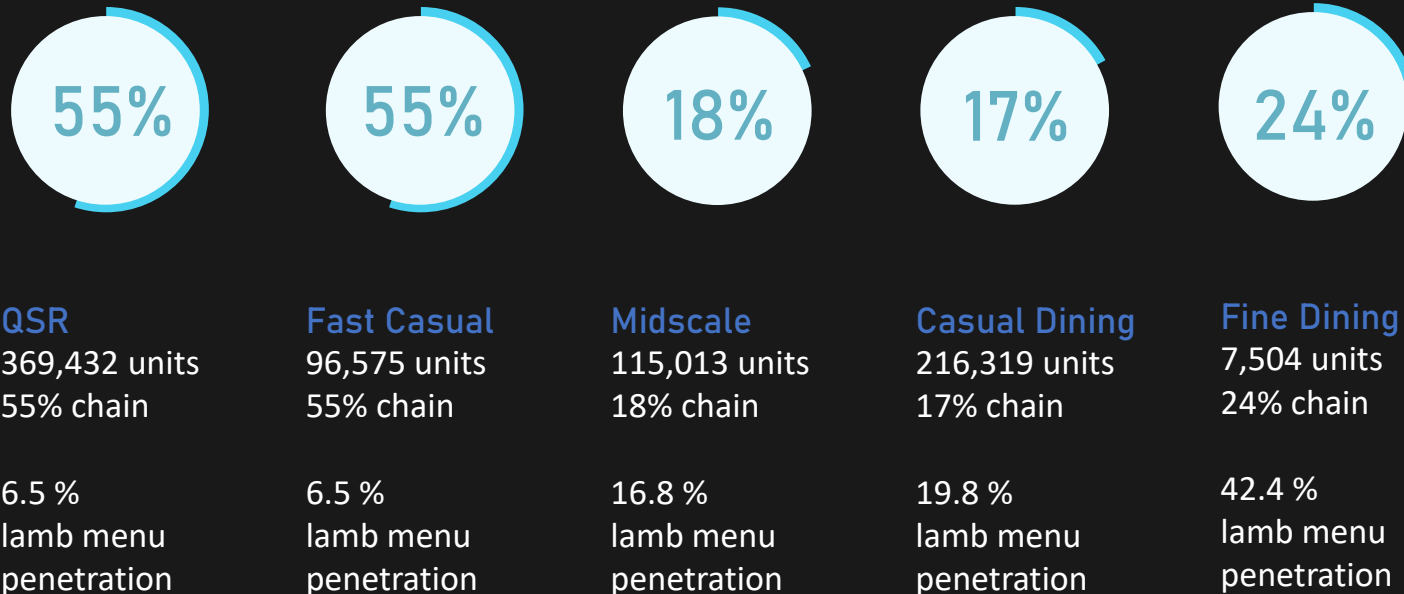
- U.S. lamb exports were up in 2022 – 2225 metric tonnes/\$13.2 million
- Growth led by strengthening demand in Caribbean. Exports also increased in Mexico, Canada, the Philippines and Taiwan.

Lamb in Foodservice

- \$997 Billion – Restaurant Industry Sales in 2023
- 15.5 million – Restaurant Industry employees in 2023
- Menu simplification has hurt lamb on menus



Restaurants: Chain versus Independents & Lamb Menu Penetration



Taziki's Mediterranean Café Lamb Burgers on the Menu



Trends - Merguez, Kabobs and Globally-inspired Handhelds



