



AMERICAN LAMB BOARD NEWS

American Lamb Board 6300 E. Hampden Avenue #2106, Denver, CO 80222 (866) 327-LAMB (5262) / www.americanlamb.com

Secretary of Agriculture Appoints New American Lamb Board Members

Former Secretary of Agriculture Ed Schafer appointed five members to the American Lamb Board to serve a three-year term, beginning Jan. 24, 2009.

The newly appointed board members include Leo Tammi from Mount Sidney, Virginia, representing producers, Patricia Tirrell from Charlotte, Michigan, representing feeders, and Cody Hiemke from Niman Ranch (Berkeley, California), representing first handlers. Reappointed board members include, David Trotter from Marysville, Indiana, representing producers, and Laurie Hubbard from Bellefonte, Pennsylvania, representing seedstock producers.

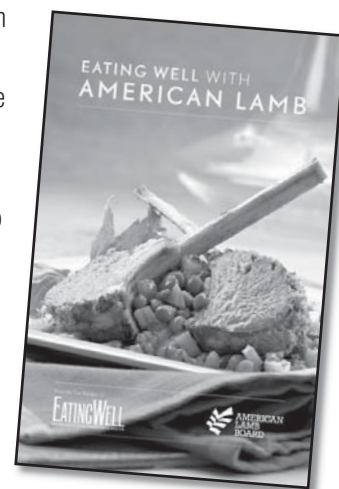
Three of the thirteen original board members appointed by the Secretary of Agriculture in 2002 retired from the American Lamb Board at its annual meeting: Joe Harper from West Virginia, John Oswalt from Michigan, and Bill Brennan from Iowa Lamb.



American Lamb Partners with EatingWell

Start the New Year with healthy American Lamb recipes! A new EatingWell with American Lamb recipe booklet is now available from the American Lamb Board. The recipe booklet features 16 of EatingWell Test Kitchen's best lamb recipes and images as well as nutritional information. To order copies, email nina@americanlambboard.org.

EatingWell.com will also be announcing the free booklet, with links from their website to the American Lamb Board website.



February is for Lamb Lovers

The American Lamb Board launched February as Lamb Lovers month. The month-long celebration featured a "Recipes for Romance" contest and a culinary media tour with Lambassador Chef Tim Love.

The recipe contest called for lamb lovers across the country to share their surefire lamb recipes for romance, with one winning recipe selected each week of February and showcased on the americanlamb.com web site. Winning recipes included *Spicy Lamb Curry*, *Butterflied Leg of Lamb with Warm Pear Compote*, and *Persian Lamb Chops with Pomegranate Sauce*.

The satellite media tour featured Chef Love's T-Love Chop, a transformation of the lamb loin chop into the perfect Valentine's meal. Chef Love shared romantic recipes and tips for preparing an impressive but simple meal with loin chops. Twenty-one television and radio stations broadcast interviews with Chef Love, resulting in more than 4 million viewers. In addition, a web video from the tour was available on a number of web sites including YouTube, Yahoo, and Google.

LAMB LOVERS MONTH

Lamb Checkoff “Caters” to a New Group of Chefs

The American Lamb Board sponsored a chef demonstration and exhibit booth at the Catersource 2009 Conference, attended by approximately 5000 caterers.



Executive Chefs Phillip Di Maiolo and Michael Gagnon of Abigail Kirsch demonstrated four American Lamb recipes. Their presentation focused on how to keep high quality proteins, like American Lamb, on catering menus even in tight economic times.



American Lamb Tatin and Spicy Lamb Sliders were also featured at “his” and “hers” stations at the Catersource Wedding Event.

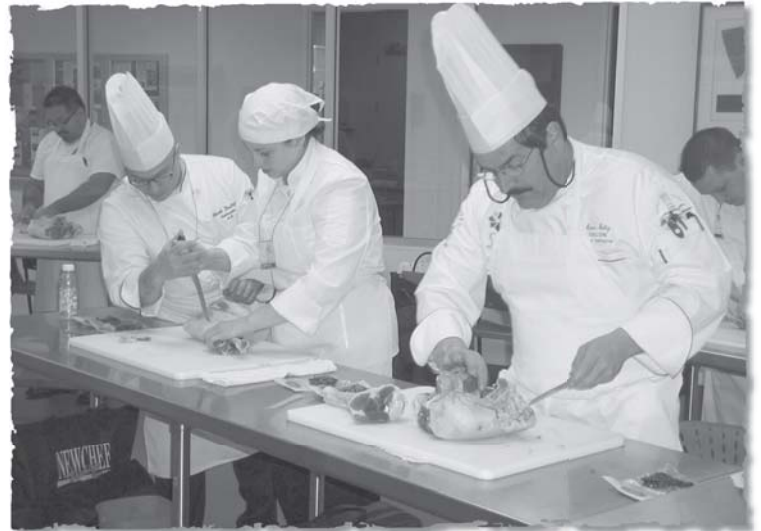


Culinary Instructors Get a Leg Up on American Lamb Information

Chef Mark DeNittis, instructor at Johnson & Wales in Denver, led a master class on leg of American Lamb at the Foodservice Educators Network International Conference in Las Vegas in February.

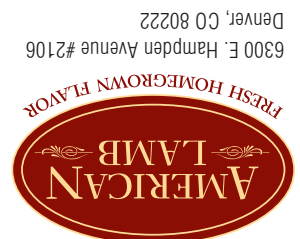
The class included hands-on fabrication of the whole leg of American Lamb followed by techniques for cooking world's dishes with the fabricated leg meat. “With the leg as our focus, we explored the individual muscles to maximize their best use in specific cooking applications,” DeNittis said.

Also at the conference, representatives from the American Lamb Board distributed and took orders for educational materials (cuts posters, fabrications DVD's, foodservice guides and more) for culinary classroom use.



For additional information on the American Lamb Board please contact us at: (866) 327-LAMB (5262) or visit www.americanlamb.com

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