

ALB

www.americanlamb.com

NEWS

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

Checkoff Approves Industry Matching Grant and Supplier Cooperative Proposals

The American Lamb Board has approved funding for four matching grant and three supplier cooperative proposals.

Approved matching grant programs include:

- Trailing of the Sheep, Ketchum, Idaho
- Soldier Hollow Classic, Park City, Utah
- Kansas State Fair, Abilene, Kansas
- Cleveland Fabulous Food Show, Cleveland, Ohio

Approved supplier cooperative programs include:

- Mountain State Rosen Promotion with BJ's Wholesale Club
- Catelli Brothers Fall Promotion with Acme Markets
- California Sheep Commission, Superior Farms and Sonoma Direct California Promotion with Whole Foods and Save Mart

The American Lamb Board developed the matching grant and supplier cooperative programs to work closely with industry partners and expand the budget for American Lamb promotions. Both cooperative programs require matching dollars. Proposals for the matching grant and supplier cooperative programs are accepted twice per year.

For more information about these programs, contact Rae Maestas at (866) 327-5262.



Lamb Menu Items Remain Steady in 2008

According to a recent report from Food Beat™, Inc., lamb items appearing on the top 200 chain restaurant menus as well as lamb items on white tablecloth operator menus have remained steady in 2008.

The report shows that 15 chains menu lamb with 17 lamb menu items in 2008. Steakhouses account for 59 percent of lamb menu mentions at chain restaurants. Lamb chops/rack account for 76 percent of chain menu lamb items.

Food Beat™, Inc. reported that about 74 percent of the white tablecloth operators in their database known as "Trendspotters" menu lamb. Lamb represents about 11.8 percent of the protein mentions on these menus, up from 11.4 percent reported in 2007.

Seventy-four percent of lamb mentions on Trendspotter menus are in an entrée with 14 percent found in appetizers, followed by applications in small plates, sandwiches and as an ingredient in a side dish and a lamb stew. Twenty-five percent

of lamb mentions on Trendspotter menus do not specify a cut. Where a cut is mentioned, lamb chops predominate, followed by loin/tenderloin, rack of lamb, shank, ground and leg. Several menu items included multiple cuts.

Many of the Trendspotter operators emphasize



the domestic origin of lamb on their menus. Twenty-seven of the 74 restaurants that menu lamb mention domestic sources while imported sources are mentioned by just five restaurants. "Fine dining chefs and restaurateurs want their customers to know that they are using local, fresh, high quality ingredients like American Lamb," *(continued on next page)*

American Lambassador Tim Love Grills American Lamb from Coast to Coast

Cowboy chef and American Lambassador Tim Love shared tips for grilling American Lamb on more than 20 television and radio stations across the country this summer. The live broadcasts reached an estimated two million viewers and listeners.



During the live interviews, Chef Love grilled American Lamb sirloins, one of his favorite lamb cuts.

The footage from these grilling videos can be found on many websites including YouTube, Yahoo, Google and others.

Chef Love's sirloin recipe is also available at www.americanlamb.com.

Lamb Menu Items Remain Steady in 2008 (continued)

said Megan Wortman, executive director for the American Lamb Board.

Examples of domestic lamb menu items include:

- *Mustard Crusted Colorado Lamb Ribeye*, Abacus, Dallas, Texas
- *California Lamb T-Bone*, Boulevard, San Francisco, Calif.
- *Saddle of Oregon Lamb*, Café Juanita, Kirkland, Wash.
- *Slow Cooked Lamb Leg and Rack of Colorado Lamb*, Campton Place Restaurant, San Francisco, Calif.
- *Cashew & Mint Marinated Grilled Colorado Lamb Chops*, Chef Allen's, Aventura, Fla.
- *Trio of Jamison's Farm Spring Lamb*, Kinkead's, Washington, D.C.
- *Stinco d'Agnello (domestic lamb shank)*, Lidia's Italy, Kansas City, Mo.
- *CK Spring Lamb Catalan-Style*, Lucques, Los Angeles, Calif.
- *Colorado Lamb Burger*, Rioja, Denver, Colo.
- *Spinach-Ricotta Gnocchi with Ragout of Braised Sonoma Lamb*, Spago Beverly Hills, Beverly Hills, Calif.
- *Cattail Creek Lamb Leg*, Wildwood Restaurant & Bar, Portland, Ore.

American Lamb Contest Helps Cooks Get Their Grill On!

The American Lamb Board sponsored a "Get Your Grill On" video competition this summer. The inaugural open-call contest invited grill masters to share their favorite American Lamb recipe.

The Checkoff awarded a grill as well as American Lamb to Kristina Vanni of North Hollywood, Calif., for her *Grilled American Lamb over Minted Couscous with Feta and Grilled Tangerines*. Check out her recipe and video at www.americanlamb.com/fansoflamb/.

Master Chef Teaches American Chefs about American Lamb

Master Chef Edward Leonard of the Westchester Country Club led an American Lamb cooking demonstration at the American Culinary Federation's national conference in Las Vegas this summer. Chef Leonard gave a PowerPoint presentation and then prepared four American Lamb dishes for the 300 chefs in attendance.

Working with Chef Leonard and three other American Culinary Federation Certified Master Chefs, the American Lamb Board created a new foodservice recipe booklet. The booklet includes 22 recipes using diverse cuts of lamb – from the *Ultimate American Lamburger* to *Braised Denver*

Ribs to Red Wine Poached Rack of Lamb.

To order your free "Certified Master Chef Recipes with Fresh American Lamb" recipe booklet, email Rae@americanlambboard.org.



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

PERMITTED NO 266
FT COLLINS CO
PAID
US POSTAGE
STANDARD
PRESORTED

9300 E. Hampden Avenue #2106
Denver, CO 80222

AMERICAN LAMB BOARD