

AMERICAN LAMB BOARD

Driving Demand for American Lamb

AMERICAN LAMB CHECKOFF DOLLARS ARE AN INVESTMENT IN THE FUTURE OF THE U.S. SHEEP INDUSTRY.

Your Lamb Checkoff dollars help keep American lamb on menus, in meat cases, and top of mind with consumers and chefs. This support grows demand and helps locally raised lamb compete as shoppers choose among many protein options.

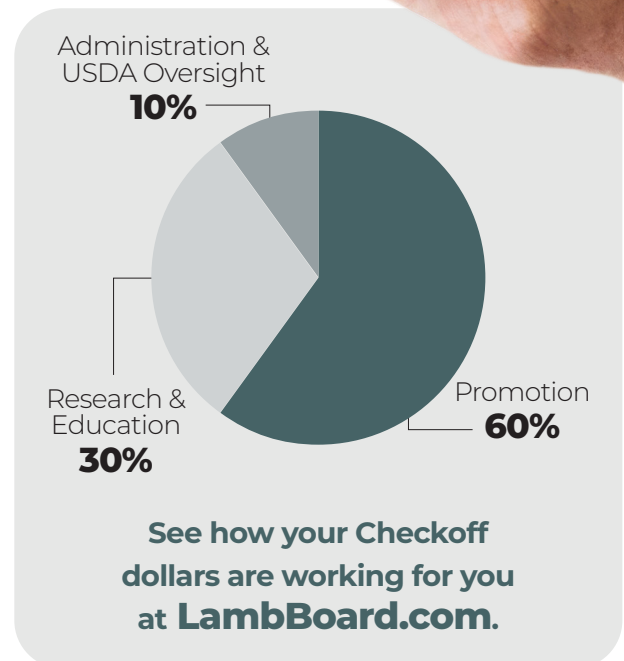
In 2026, 60% of U.S. Lamb Checkoff funds were dedicated to promoting American lamb. That means:

- **National consumer campaigns** that highlight the quality and flavor of American lamb over imports
- **Recipes, education, and promotions** that inspire more people to buy and cook American lamb at home
- **Foodservice programs** that encourage restaurants and chefs to feature American lamb on their menus

The American Lamb Checkoff also supports education and research designed to grow demand and strengthen the long-term profitability of the U.S. sheep industry through:

- **Targeted grazing workshops**
- **Best practice guides** to improve productivity and profitability
- **Educational conferences**
- **Research projects** that address ways to expand domestic lamb production

Checkoff funds cannot be used for lobbying or influencing government policy. The USDA's Agricultural Marketing Service (AMS) oversees the American Lamb Checkoff to ensure your dollars are invested exactly as intended.



American Lamb Board

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