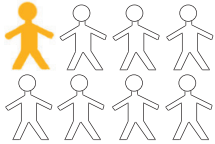


Consumer Research

Many Americans are missing out on a wonderful culinary experience based on lack of knowledge and awareness when it comes to American Lamb. A new research study, commissioned by the American Lamb Board, interviewed a national random sample of men and women between the ages of 21-54 in a telephone survey. The study concluded that if Americans knew more about the versatility and mild, buttery taste of American Lamb, they would make more of an effort to enjoy the easy-to-prepare, nutritious meat at home.

While not yet an everyday household item, lamb is currently enjoyed by a significant number of American consumers.



One in eight (13%) of respondents have prepared lamb within the past three months.



One in five (21%) have prepared lamb within the past year.



One in five (20%) reported they have eaten lamb, but have never prepared lamb at home.

DO CONSUMERS KNOW THEIR STUFF?

While consumers were aware of some benefits of American Lamb, it is clear that they can learn a lot about American Lamb. Consumers surveyed agreed that:

- ✓ Lamb raised in America is fresher than imported lamb, and they prefer American Lamb to lamb that is shipped to the U.S. from 10,000 miles away or more.
- ✓ Lamb fits in well to a healthy lifestyle.
- ✓ Leg of Lamb and Rib Chops are the most familiar cuts.
- ✗ Lamb can be difficult to prepare, and that is the primary reason they do not prepare lamb at home.

SPREAD THE WORD!

Educating your customers will lead to increased sales of American Lamb.

Refer to our American Lamb **Merchandising 101 guide** to learn how you can properly stock and arrange your case with lots of easy-to-prepare cuts. Also learn about available resources to help you spread the word about lamb nutrition, simple lamb recipes, and much more.

Refer to our **Comparison to Imports guide** to learn why customers choose American Lamb over its imported competition.

Refer to our **Nutrition guide** to learn how American Lamb can be part of a balanced, healthy diet.

