

## LAMB SUMMIT PROGRAM

### DAY 1 @ COLORADO STATE UNIVERSITY- ARDEC

7:00-8:00 Summit Kick off (Hilton)

- Welcome from Sponsors: Stan Potratz- *Premier 1 Supplies*, Dale Thorne- *American Lamb Board*
- Opening remarks and summit goals: Bob Ludwig-*Hale Group*

8:00-9:15 “Meating” the Needs of the New Lamb Consumer

*This session will look at the new generation of lamb eaters through the lens of producing what they want. The panel will explore opportunities for the US lamb industry to increase its share of the market by delivering the values and attributes our customers and consumers want at a price they are willing to pay.*

- Moderator: Michael Uetz- *Midan Marketing*
- Panelists: Faith Garrard- *Raley’s*, Michael Carr-Turnbough- *Crescent Hotels*

9:15-10:30 A Global Perspective on Lamb Quality and Value Attributes

*Guests from the UK and AU will share what their lamb industry is doing to improve the value of their products and meet the expectation of their customers. Panelist will share insights on how farmers can manage the relationship between eating quality and lean meat yield.*

- Moderator: Dale Thorne or Stan Potratz  
Panelists: Phil Hadley- *Agriculture and Horticulture Development Board (UK)*, Dr. Dave Pethick- *Murdoch University (AUS)*

10:40 Bus departs for Colorado State University- Agricultural Research, Development and Education Center

11:30-12:30 Lunch

12:30-3:00 **Educational Stations**

*Attendees will be organized into 3 groups and will rotate between all the three stations.*

12:30 - 1:30 First Station

1:45 - 2:45 Second Station

4:00 - 5:00 Third Station

1. Understanding Genetic Selection Technologies: Current and Future Tools to Influence End Product Profitability.

*Station Leaders: Rusty Burgett- NSIP, Dr. Brenda Murdoch-University of Idaho, Tom Boyer, Susan Schultz*

2. Farmgate Efficiencies: Production Management Tools that Add Value to your Operation.

*Station Leaders: Laurie Johnson-Pipestone Lamb & Wool Program,  
Dr. Whit Stewart- University of Wyoming*

3. Utilizing Innovation and Technology to Improve the Value, Reduce Operational Costs and Increase Profits.

*Station Leaders: Dr. Reid Redden- Texas A&M AgriLife Extension,  
Jake Thorne- Texas A&M AgriLife Extension*

2:45-3:45	Break with Company and National Organization Booths
4:00- 5:00	Educational Stations cont.
5:00 – 7:30	BBQ and Awards Program
7:30	Buses depart ARDEC for Hilton

## **PROGRAM DAY 2 @ Colorado State University Global Food Innovation Center**

7:00-8:00	Breakfast
8:00-8:30	Day 2 Kickoff: Bob Ludwig- <i>Hale Group</i>
8:30-9:30	Out of Season Lambing Opportunities and Costs

*This session will explore opportunities to improve the consistency and quality of American Lamb through increased supplies of market ready lambs during May – Aug. The discussion will include a look at the costs of out of season lambing and whether or not it is likely to reap enough financial reward.*

Moderator: Dr. Reid Redden- *Texas A&M AgriLife Extension*

Panelists: Alex Moser, Brad Anderson- *Mountain States Rosen*, Dr. David Anderson- *Texas A&M University*

9:15-10:15	Understanding Carcass Quality & Traceability
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*This session will examine tools and technology that the US lamb industry can implement to improve the value of our products, improve the traceability of value traits, and increase feedback related to carcass quality throughout the supply chain.*

Moderator: Dr. Keith Belk- *Colorado State University*

Panelists: Rob Jennings-*BeefChain*, Lesa Eidman- *Superior Farms*,  
Dr. Henry Zerby- *Wendy's Quality Supply Chain Co-op, Inc.*

10:15	Depart for Colorado State University JBS Global Food Innovation Center
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Boxed Lunch Handed Out

- 10:30 - 12:00      Lamb Flavor - Eating Quality Discussion and Tasting  
Dr. Woerner- *Texas Tech University*
- 12:15 - 2:15        Lamb Quality Stations- Meat Lab

*Attendees will be go back to their assigned groups and will rotate between all the three stations.*

- 12:15 - 12:55 First Station  
12:55 - 1:35 Second Station  
1:35 - 2:15 Third Station

Station one: What's the Perfect Carcass Target: Dr. Keith Belk- *Colorado State University*, Dr. Henry Zerby- *Wendy's Quality Supply Chain Co-op, Inc.*

Station two: Understanding your Grid - Value Based Marketing: Cody Hiemke- *Niman Ranch*, Brian Phelan-*Superior Farms*, Brad Anderson- *Mountain States Rosen*

Station 3: REIMS (Flavor) Technology: Dr. Prenni- *Colorado State University*

- 2:15 - 3:00        Final Session: Where are we Headed?

- Young Entrepreneurs (Young Leaders): Our industry's brightest young leaders will share their views on the *key opportunity within the US lamb industry and how they will influence the future generation of farmers and ranchers.* *Rebecca Miller, Ryan Mahoney, David Fisher (25 minutes)*
- Bob Ludwig - Program Highlights (15 minutes)
- Stan and Dale - Thank you for Coming

**End of Program**