

Direct Marketing of Lamb: Understanding Your Product



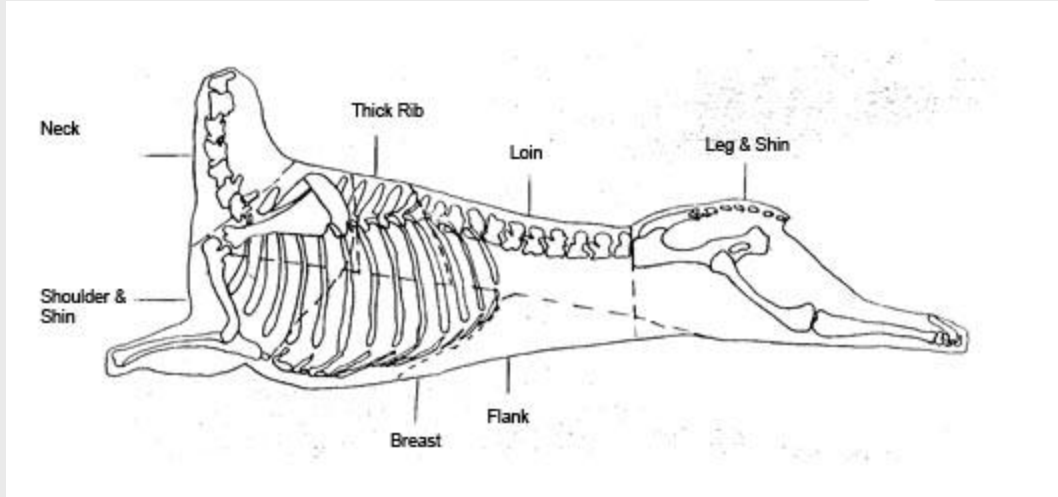
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Lamb for Direct Marketing



- Cuts (Wholesale & Retail)
- Carcass Evaluation
- Processing Factors
- Management Practices
- Additional Markets
- Q & A

Lamb Carcasses & Cut-outs



American Lamb Cuts & How To Cook Them

<h3>Leg</h3> <ul style="list-style-type: none"> Whole Leg (Roast) Short Cut Leg, Sirloin Off (Roast) Shank Portion (Roast) Center Leg (Roast) Center Slice (Broil, Grill, Panbroil, Panfry) American-Style Roast (Roast) Frenched-Style Leg Roast (Roast) Boneless Leg Roast (BRT) (Roast) Frenched Hindshank (Braise) Sirloin Chop (Braise, Broil, Grill, Panbroil, Panfry) Boneless Sirloin Roast (Roast) Top Round (Roast) 	<h3>Loin</h3> <ul style="list-style-type: none"> Loin Roast (Roast) Boneless Loin Strip (BRT) (Roast) Loin Chop (Broil, Grill, Panbroil, Panfry) Double Loin Chop (Broil, Grill, Panbroil, Panfry) Tenderloin (Roast) 	<h3>Rack</h3> <ul style="list-style-type: none"> Crown Roast (Roast) Rib Roast (Broil, Grill, Roast) Rib Chop (Broil, Grill, Panbroil, Panfry, Roast) Frenched Rib Chop (Broil, Grill, Panbroil, Panfry, Roast) 	<h3>Shoulder</h3> <ul style="list-style-type: none"> Square Cut Shoulder Whole (Braise, Roast) Saratoga Roast (Braise, Roast) Boneless Shoulder Roast (BRT) (Braise, Roast) Blade Chop (Braise, Broil, Grill, Panbroil, Panfry) Arm Chop (Braise, Broil, Grill, Panbroil, Panfry)
<h3>Foreshank & Breast</h3> <ul style="list-style-type: none"> Foreshank (Braise) Spare ribs (Denver Ribs) (Braise, Broil, Grill, Roast) Riblets (Braise, Broil, Grill) 		<h3>Other Cuts</h3> <ul style="list-style-type: none"> Lamb for Stew (Braise) Ground Lamb (Broil, Grill, Panbroil) Cubes for Kabobs (Braise, Broil, Grill) 	

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www.americanylamb.com

Lamb Cuts



- Differences between cuts due to:
 - Location in carcass
 - ✦ Locomotion vs. Support
 - Thickness & portions
 - Fat content
- Differences need to be considered in cookery
- In general lamb is considered very tender

Lamb Carcasses Evaluation - Cutability



- 2 Key areas:

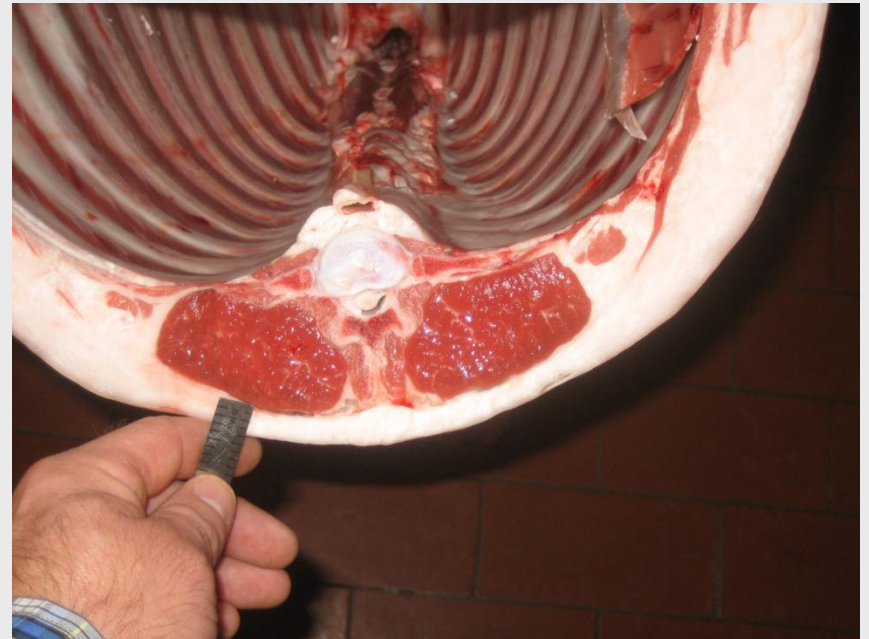
- Fat

- ✦ Evaluated over whole carcass
- ✦ Measured at Ribeye & Bodywall

- Muscling

- ✦ Evaluated through whole carcass
- ✦ Measured at Ribeye

Lamb Carcass Evaluation



Average Ribeye – 2.7 in²

Backfat Thickness – 0.15 – 0.20 in

Average Bodywall Thickness – 0.75 – 0.90 in

Lamb Carcass Evaluation - Quality



- 3 Key Areas:
 - Maturity
 - ✦ Break joints
 - Conformation
 - Flank Streaking



- 98% of the U.S. lamb grades Prime or Choice

DEGREES OF FLANK FAT STREAKINGS	MATURITY				DEGREES OF FLANK FAT STREAKINGS
	YOUNG LAMB	OLDER LAMB	YEARLING MUTTON	MUTTON	
ABUNDANT					ABUNDANT
MODERATELY ABUNDANT					MODERATELY ABUNDANT
SLIGHTLY ABUNDANT					SLIGHTLY ABUNDANT
MODERATE		PRIME			MODERATE
MODEST					MODEST
SMALL		CHOICE			SMALL
SLIGHT					SLIGHT
TRACES		GOOD			TRACES
PRACTICALLY DEVOID		UTILITY			PRACTICALLY DEVOID
					CULL

Processing Factors



- **Work with your processors**
 - Inspection & Regulations
 - Maintain product integrity
- **Custom cuts/products**
 - Meet the demand of your customers
 - Ex. Wisconsin roll, lamb brats, Hamb™
- **Packaging**
 - Reduce oxygen
 - Make your cuts last longer
 - Vacuum vs. overwrap or paper



Lamb Cut Out



- Did they STEAL my meat!?!?
- Average Dressing % of lambs 54%
 - Shorn & clean
- Cutting yield factors
 - Fatness
 - Muscling
 - Bone-in vs. boneless cuts
 - Fat on cuts
 - Leanness of ground product

Management Practices



- **Breeding**
 - Lambs for market seasons
 - Pure or Cross-breeds that work for you
- **Feeding**
 - Grass vs. Grain feeding
- **Finishing**
 - Diet and management to get to market
 - Create desirable product

Challenges with Lamb



Physical

- **Fat**
 - Different saturation from beef
 - Imparts distinct flavor & mouth feel
- **Small cuts**
 - Need many for portions
 - Processing challenges

Psychological

- **Perceived as difficult**
 - Hard to cook
 - Use powerful flavors
- **Historically miss represented**
 - Mutton vs. Lamb

Positives with Lamb

Physical

- Fat
 - Generally less total fat than beef or pork
- Tender
 - Little connective tissue
 - Younger animal

Psychological

- Versatile
 - High scale to casual dining
 - Many flavors work
- Trendy
 - Exposure in media
 - Exotic

TOP CHEF
D.C.

Summit Creek
NATURAL LAMB

ranchline
ALL NATURAL

Final Thoughts



- Determine your market and what your goals should be
- Understand your process and work with what you have
- Be willing to branch out & try new things
 - BUT, never forget where you started

Current Hot Topics to Consumer Groups



- Organic & Natural Products
 - Sustainability
 - Environmental Impact

- Health
 - Heart Disease, Cancer, etc.



Organic Products



- **Meat & poultry products**
 - Livestock feed 100% organically grown feed & forage
 - No synthetic hormones and vaccinations
 - No pesticides on pastures
 - No sewage sludge for fertilization and genetic engineering
 - Irradiation is prohibited
 - All products must originate from certified farms
- **Labeled**
 - “100% Organic” to “Contains organic ingredients”
- **Growing industry**
 - 21.4% growth between 2002-2007



Organic Products



- Labels
 - “100% Organic”
 - “Organic” – >95% organic
 - “Made with organic ingredients” – >70% organic
 - “Contains organic ingredients”
- U.S. organic market is projected be \$30.7 billion by 2007
 - 21.4% growth between 2002 – 2007



Natural Products



- 1982 USDA policy memo
 - No artificial or synthetic ingredients, coloring additives, and are not more than minimally processed
- “Minimally processed”
 - Allows traditional processes to make food edible
 - ✦ Smoking ,roasting, freezing, drying, & fermenting
 - Allows physical processors that do not alter the raw product
 - ✦ Ex grinding
- Label
 - Should include statement explaining what qualifies “natural”



USDA & Industry View



- **Labeling**
 - Important to distinguish for consumers that care
- **Inspection**
 - Important to keep standards consistent & enforced
- **Safety: organics = conventional products**
- **Quality: To say organics are “better” is prohibited**
 - However is often implied

Thank you

