

A flurry of media has been generated by the launch of our new "Producing:" campaign. The excerpt below is a taste of what ALP is doing to support Alberta producers. Increased production of lamb will benefit all producers by enabling us to supply more of our domestic market with the local product they want. A win-win situation!

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Edmonton Journal - Lamb an underdog where cow is king

EDMONTON — Demand for the lowly lamb is so far outstripping supply that Alberta Lamb Producers has launched a campaign to bring more farmers into the fold.

"There's so much opportunity in the market now, and we haven't been taking advantage of it as an industry.

"Many other livestock producers are reevaluating their operations right now, so we need to ensure that they are aware of the opportunities in the sheep industry."

It's time lamb producers got out of the shadow of the huge beef industry, and stepped up to seize the moment, Cook says. "We want to build on our successes, make our producers' businesses stronger and see more Alberta lamb on consumer's plates."

The campaign is based on a two-year market survey that gauged what was needed to grow the industry, and what consumers were looking for.

It includes brochures, direct mail, advertising and an industry video that support existing producer training materials.

They are also making government and stakeholders aware the industry is working hard to meet market demand, Cook says.

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Please call the office for more information and watch the website for the launch of our exciting new industry video!

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