

The media release launching the promotion of the lamb industry in Alberta was hotly picked up by media all over the country. The attached document ([MediaMonitoring-Oct26Release.pdf](#)) provides some of the articles written and listings of some of the publications, radio stations and YouTube clip. Since this document was put together, features have appeared in the Western Producer, Alberta Farmer Express, Alberta Weekly Newspaper Association; last week Maclean's called and today's Ropin the Web included the media release.

### **Your industry is news! You are news!**

The industry video will be on [www.ablamb.ca](http://www.ablamb.ca) soon; clips will also be available on YouTube.

We have some ads appearing soon, your next newsletter will include more information.

**And our thanks to our members!** Without producer check off dollars ALP would not have been able to access the funds from the Diversified Livestock Fund of Alberta/Alberta Livestock & Meat Agency which paid for this and other industry building promotions.

***Together we are building a bold vision for an even stronger tomorrow.***

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Check out our websites  
<http://www.ablamb.ca> for industry information  
<http://www.albertalamb.ca> for delicious recipes