

7-1-22-Lamb-Wunderlich

SPEAKERS

John Herath, Liz Wunderlich

John Herath

U.S. lamb exports so far in 2022 are 49% over the previous year by volume. While much of the growth is in variety meat exports to Mexico, the Caribbean is the largest destination for U.S. lamb muscle cuts. In this U.S. Meat Export Federation report. Caribbean representative Liz Wunderlich offers insights into the region's strong appetite for U.S. lamb.

Liz Wunderlich

We are an area that does a lot of lamb and a lot of that is our British influences that are there. So all of my British islands: Bermuda, Caymans, Antigua, Bahamas, they all are big lamb eaters. And so we go in with the idea of how can we position American lamb where we have some supply issues, we don't have nearly the numbers, I mean, we're 1/4 the amount of lamb that's grown in say New Zealand.

John Herath

While those quantities are limited, the focus is on the premium quality of U.S. lamb.

Liz Wunderlich

I look at cuts where we're not in this commodity mentality.. You know, where I'm not going okay, what's New Zealand, Australia racks versus U.S. racks? Well, we're going to be twice as much easy. So we look at things like Denver ribs and lamb shanks and bellies and cuts that you know, the the loin, the French loin chop, things that are a little out of the normal frozen inventory that they're getting from New Zealand and Australia and say, how can we pick that out? And at the retail level, how can we maybe introduce things like ground lamb in a one pound pack that is an affordable alternative and it gives us that that opportunity? I like to use the word that the U.S. is the Lamborghini of the industry. You know, everybody else is a Ford and Chevrolet, we're a Lamborghini, and if you want quality and you want, you know something very special that differentiates your menu from your competition, come to us.

John Herath

The value of U.S. lamb exports has jumped 76% year over year with nearly \$10 million in sales through April. For more, visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation. I'm John Herath.