

# American Lamb Promotion Program

## For Missouri FFA and FCCLA Chapters

2010-11

Sponsored by

Missouri Sheep Merchandising Council

Gene Milligan, Chairman American Lamb Promotion

The Missouri Sheep Merchandising Council has allotted \$ 5,000 for the promotion of American Lamb. This opportunity is available to Missouri FFA and/or Missouri FCCLA Chapters. The Sheep Council feels if consumption of lamb is going to increase we need to start with our youth. The main objective is for Missouri youth to have the opportunity to prepare and taste lamb meat

Chapters can submit a request for up to \$200 for purchase of **American Lamb Meat**. Chapters desiring to take part in the American Lamb Promotion Program must **obtain and e-mail a MSMC American Lamb funding request to Gene Milligan**. Funding requests are to be submitted by email for easier reproduction. To receive a MSMC request contact Gene Milligan, [milligansheep@hotmail.com](mailto:milligansheep@hotmail.com).

Funding requests will be granted to chapters which send in American Lamb Program funding request to promote the consumption of American Lamb, till requests reach \$ 5,000. The American Lamb Promotion activities shall be conducted between **June 1, 2010 and June 1, 2011**. Those applying for the grant will be notified shortly after MSMC American Lamb Committee receives the funding request.

### Requirements for the program are:

- **American Lamb Meat be used**
- **The lamb meat can not be used in a fund raising activity**
- **Credit for funding must be given to the Missouri Sheep Merchandising Council for funds for the purchase of lamb meat.**
- **The American Lamb Promotion activities shall be conducted between June 1, 2010 and June 1, 2011.**
- **For reimbursement send in by June 1, 2011: (a) Newspaper article or a brief summary with pictures explaining your activity. (b) Copy of receipts for American Lamb purchased and/or processing fees must be submitted to MSMC for reimbursement of lamb meat.**
- **Send to: Gene Milligan, 210 E Arthur, Hamilton, MO 64644 or e-mail to [milligansheep@hotmail.com](mailto:milligansheep@hotmail.com)**

Chapters may purchase and process a lamb or purchase American lamb meat already processed. This can be all lamb burger, leg of lamb, lamb chops or combination of various meat cuts. This can be a promotion program within the chapter or may include the community also. Each chapter may decide how they wish to promote the consumption of American Lamb. Lamb Patties and rolled leg of lamb are available for chapters to purchase. **Keep in mind the main goal is for the students to have the opportunity to prepare and sample lamb meat.**

### Notice: This request is for the 2010-2011 school year

American Lamb Promotion Committee Chairman:

Gene Milligan, [milligansheep@hotmail.com](mailto:milligansheep@hotmail.com) (816) 583-2198

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