

American Lamb Promotional Funding Proposal

Project: Ohio Lamb Jam CLE

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Project Summary

- The purpose of this project is to promote Ohio and American Lamb to both eager home cooks and restaurant consumers. This event will engage target customers to experience lamb as a nutritious and sustainable protein to use and consume more often. The goal of this event is to give the audience take home knowledge and create more awareness of lamb in the local marketplace including grocery, restaurant, farmer's market and farm levels.
- Local chefs will compete in a tasting event and cook-off style exhibition showcasing different lamb cuts including, leg, shoulder, chop, ground and shank dishes. The Cleveland food scene is on the rise and features many talented chefs that currently use lamb on their menus. The event will include 3-4 hours of programming including demonstrations, tastings, samplings, pairings, smoking and grilling techniques, and nutritional information.
- It is important for this event to be targeted at an all-encompassing age demographic including both foodies and families. The Ohio and American Lamb farmers will both benefit from the broad spectrum target to bring more lamb into homes and more lamb appearing on dining menus. It is essential for attendees to be able to make a connection to lamb and have impactful takeaways including American Lamb Board recipes, celebrity chef recipes, handouts, and American Lamb Board promotional materials.
- The last part of this project is to create a template for this event, making it easier to replicate in the future throughout the state at additional locations and venues.
- A goal of completing the first year of the Ohio Lamb Jamb CLE is to look forward to hosting a national Lamb Jam tour stop in 2017.
- This event will benefit the attendees, the chefs, the farmers and the industry.

Involved Partners

Project Leaders: Kevin & Kristyn Henslee

Cooperators: Ohio Sheep and Wool Program, Roger High
American Lamb Board Program Manager, Rae Maestas

Additional Parties:

Shane Culey—Culey Design
Local media
Social media
Cleveland Area Chefs
Ohio Heartland Sheep Improvement

Event Plan:

- Cooking Exhibition in a cut versus cut format: 10 total chefs cooking. 2 cooking leg dishes, 2 cooking shoulder dishes, 2 cooking loin chop dishes, 2 cooking ground lamb dishes, 2 cooking shank dishes. Cutting Board trophies awarded to Top 3 Judges favorites.
- Photo Booth: A fun takeaway for all attendees and participants. Customized to Ohio Lamb Jam CLE theme
- Family & Kids Area: Cotton ball sheep craft station, coloring pages, American Lamb Board activity sheets, feed stuff art station, get to know the sheep breeds matching game, stickers and tattoos
- Cutting Demonstration: Butcher demonstration of lamb cuts, where they come from, how to utilize them, quick cooking tips by Saucisson

- o Informational Talks and Demonstrations: Beer & Wine Pairings with lamb, quick weekday meals, smoking and grilling techniques, making appetizers with lamb, how to use lamb as a main dish, celebrating the holidays with lamb, nutritional benefits of cooking with lamb, meet the farmers who raise lamb, where to find lamb on the menu (restaurant feature)
- o Make your own Spice Rub and Marinade Station: Partner with local chef and spice vendors to show attendees different options on flavoring and marinating lamb. Attendees will walk away with their own mixes and marinates. Chef Doug Katz or Kevin Scheuring.
- o Raffle: Free entry for attendees to win American Lamb Board promotional prizes and lamb theme gift baskets.

Advertising Plan:

- Social Media
- Posters
- Flyer handouts at farmer’s markets and participating restaurants
- CSA bag stuffer flyers
- Email blasts with coordinating chefs lists
- Edible Cleveland advertising/ partnership
- Radio interviews leading up to event
- Book local TV segments
- Press Release

Planning Timeline

October 2015: Submit RFP
 December 2015: Secure event location
 February 2016: Meet with Culey Deisgn to begin initial planning
 March 2016: Seek selection of chefs, speakers and judges
 May 2016: Secure volunteers to work event. Acquire all items needed for kids area.
 June 2016: Finalize chef commitments and recipe selections.
 Complete promotional flyers, posters and promotional items for event.
 July/August 2016: Event
 August 2016: Send Thank-You notes to all parties involved in Ohio Lamb Jam CLE.
 Hold concluding meeting analyzing event and completing notes on event.
 October 2016: Submit project report to RFP Committee

Budget

Public Relations Support—planning, execution, design, bookings	\$4,000
Meat for Demonstrations and Chef Exhibition	\$2,000
Photo Booth	\$800
Consumable Supplies—napkins, plates, utensils	\$500
Signage and Promotional Items	\$2,000
Family & Kid’s Area supplies	\$300
Awards	\$400
Total Projected Cost:	\$10,000

Project Objectives in Relation to Ohio Sheep and Wool Program Objectives

- Hosting the Ohio Lamb Jam CLE will show a new audience that Ohio and American lamb producers are committed to providing consumers high quality lamb products that sustain the industry, land, animals and supports their communities.
- This project will also engage chefs, farmers and the public benefitting both Ohio and American Lamb producers— connecting the innovators, artisans, farmers and foodies.
- Ohio Lamb Jam CLE will provide opportunities to promote Ohio and American Lamb in print, radio, television and social media exposure.

Funding Amount Requested: \$10,000