



Enjoy the mild, flavorful taste of Colorado Lamb

Why is *Colorado Lamb* unique? Our lambs are raised with plenty of sunshine, fresh mountain air, and a variety of nutritious grasses and grains that culminate in a tender, mild, and flavorful center of the plate entrée. *Colorado Lamb* is raised with the ultimate goal of providing a premium red meat product for American consumers. In Australia and New Zealand, the primary focus of their genetics program is wool production not meat; and as stated by the American Lamb Board, "American Lamb is 10,000 miles fresher" than imported Australia and New Zealand lamb. *Colorado Lamb's* excellent genetics, combined with a carefully managed grazing/feeding program result in larger, milder tasting cuts of lamb than our overseas competitors. In addition to providing an elite class of lamb cuts for chefs and household consumers; our ranchers are premier range stewards that care for our environment and provide open space and wildlife habitat for all to enjoy. However, higher production costs in the United States make domestic lamb more expensive to produce than cheaper, imported lamb meat.

Invest in a premium product....The Colorado Lamb Council believes that once you try *Colorado Lamb* you will be convinced that the extraordinary quality, texture, and flavor far surpass our foreign competitors.

Colorado Sheep Industry Statistics

- ✓ Number one lamb feeding state in the nation
- ✓ Ranked 4th in the United States for wool production (2.60 million pounds--\$1.95 million)
- ✓ Ranked 8th in the United States for stock sheep
- ✓ Total sheep & lamb inventory of 400,000 (inventory value \$5.0 million)
- ✓ Predators caused over \$1.58 million in death losses
- ✓ Coyote depredation accounts for 63% of losses
- ✓ Other predators include bears, mountain lions, fox, eagles, bobcats, and domestic dogs

For more information

**Colorado Wool Growers Association
Colorado Sheep & Wool Authority
Colorado Lamb Council**

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