

**Department of Agriculture, Trade and Consumer Protection
Division of Agricultural Development
Agricultural Development & Diversification Program (ADD)
Grant Project Final Report**

Contract Number: 19051

Grant Project Title:

Developing Quality and Uniformity Standards for Marketing *WisconsinLamb*TM (TM)

Amount of Funding Awarded: \$25,000

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The original intent of the ADD Grant was to develop a Certification Protocol for *WisconsinLamb*TM to ensure uniform, high quality lamb products. The proposed protocol will set standards to provide Pinn-Oak Ridge Farms, LLC with a consistent year-round availability of lamb to supply our restaurant and grocery store customers. Pinn-Oak Ridge Farms, LLC would then in turn provide other Wisconsin farmers with an alternative market for their lambs. Steve and Darlene Pinnow have already created a recognized trademark label name, *WisconsinLamb*TM. Since *WisconsinLamb*TM is the leader in Wisconsin for direct marketing wholesome lamb products, other Wisconsin farmers could also benefit by receiving higher than the standard commercial market for their value-added lambs.

In order to reach the goals established by the grant many meetings with University personnel occurred. Numerous hours were spent on developing the *WisconsinLamb*TM protocol and producer questionnaire. The Producer Manual was compiled that helps producers address health and management issues that are relevant to meeting

*WisconsinLamb*TM's standards. It contains guidelines on what has worked for Pinn-Oak Ridge Farms, LLC so in turn other producers can succeed as well. Many sheep producers in Wisconsin were visited along with educational talks and booths were presented at producer related sheep events. A *WisconsinLamb*TM Retail Customer Marketing Guide was created to help demonstrate to new clients why *WisconsinLamb*TM is superior compared to commercial primal lamb cuts. By producing the two manuals it has been a great marketing tool to show the producers and customers alike why *WisconsinLamb*TM is the right choice.

The grant enabled Pinn-Oak Ridge Farms, LLC to establish a Producer Network that will help supply the great demand and growth potential that *WisconsinLamb*TM has seen over the past few years. We also conducted cutting tests at Lake Geneva Country Meats in order to have concrete data on the added value of *WisconsinLamb*TM compared to primal cut commercial lamb. Offering the Meat Cutters Workshop at the University of Wisconsin – Madison helped educate retailers and meat cutters the diversity that *WisconsinLamb*TM has to offer to the public. With the expansion that *WisconsinLamb*TM has seen we believe that in turn it has helped support other Wisconsin lamb producers by offering them another marketing avenue for their lambs.

In the future we believe *WisconsinLamb*TM will become a better known label that will be readily available in high end restaurants and grocery stores around the Midwest.

To further the growth of *WisconsinLamb*TM a weighing platform scale that could accurately weigh the lambs that are received from the Producer Network to the Pinn-Oak Ridge Farms, LLC feedlot would give great feedback to the producers and *WisconsinLamb*TM alike. It would show the weight of the group when they arrive and the lambs would be weighed again prior to processing after being on the feedlot for 30-45 days. This in turn would show the lambs' rate of gain.

The agricultural industry should share the results of this grant with other smaller meat producer groups to help them increase their market share. The Business Plan that was written is an outstanding outline on what an agricultural business needs to do to succeed.

Enclosures:

*WisconsinLamb*TM Market Lamb Production Manual

*WisconsinLamb*TM Retail Customer Marketing Guide