



Chops, leg of lamb, kabobs and lamb racks are the most frequent lamb cuts that consumers say they prepare at home. Findings indicate many consumers fear lamb is difficult and time consuming to prepare. Recipes and articles in the stores where consumers shop, and in magazines and newspapers can help overcome this. Time and step-saver products and prepared meals containing lamb, such as pre-cut kabobs and other ready-to-cook, ready-to-eat, ready-to-heat and frozen main dishes appeal to 20 percent to 40 percent of consumers.

While the range of lamb products available at the retail level has expanded in recent years, one in four regular lamb eaters and one in three occasional and potential lamb eaters say that when they do think of lamb, they cannot be sure it will be available when they go to the store. In addition, the lamb consumers surveyed spend 9 percent to 16 percent more on groceries each week than others.

Study findings indicate negative advertising aimed at capturing market share may unintentionally contribute to the decline in lamb consumption. A few consumers say negative ads comparing brands or origins of lamb will get them to purchase the advertised product, but many more say such ads are likely to deter them from buying any lamb at all.

The project was commissioned by the National Meat Association, North American Meat Processors Association, Meat and Livestock Australia and Meat New Zealand, with financial support from suppliers of domestic and imported lamb, Superior Farms, Foodcomm International, Australia-New Zealand Lamb Cooperative and Pilot Brands.

The project included focus groups conducted in the Washington, D.C., area and a telephone survey of 830 consumers in eight major metropolitan areas across the U.S. identified as important lamb consuming markets. Those interviewed included a cross-section of regular and occasional lamb eaters and potential lamb consumers who eat other red meats. Consumers were interviewed in higher income areas of Boston, New York, Washington, D.C., Miami, Denver, Chicago, San Francisco and Seattle.

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