

6-5-23-Lamb-Caribbean

SPEAKERS

Liz Wunderlich, John Herath

John Herath 00:00

At the recent U.S. Meat Export Federation Spring Conference, Caribbean representative Liz Wunderlich updated members on marketing strategies for us lamb in the region.

Liz Wunderlich 00:09

In the Caribbean region, U.S. lamb is at least two times the price of New Zealand and Australia lamb, but it's definitely a high quality product. It has that milder buttery, grain fed type flavor. So we are the Lamborghini and New Zealand and Australia there the Ford and Chevy. I'd rather sell the Lamborghini any day. We are also pretty low on supply - 5 million head versus 26 million for New Zealand and 71 million head in Australia. We're definitely a niche market, but that's okay. All we need to do is find out who is interested in being the Lamborghini of the Caribbean. The other thing I looked at is what is our competition selling? Pretty much two things: racks and bone-in legs. That's what you found in every case. That's what you found on their menus. So instead of trying to go head-to-head where the price is so evident, we go after the underutilized cuts and then we look for recipes within the contemporary Caribbean cuisine portfolio that can be used at high end restaurants.

John Herath 01:28

Wunderlich also highlighted an upcoming promotion in the Jamaican retail sector.

Liz Wunderlich 01:32

We also really work on trying to share merchandising ideas, so I grabbed from every place I can think of so Father's Day lamb is going to Jamaica for the weekend. We are launching sirloin Denver ribs and lamb bellies and when you buy it, you're going to get this beautiful insulated bag in great Caribbean colors that says 'Ewe will love American lamb.'

John Herath 01:59

For more please visit [USMEF.org](https://usmef.org) For the U.S. Meat Export Federation, I'm John Herath.