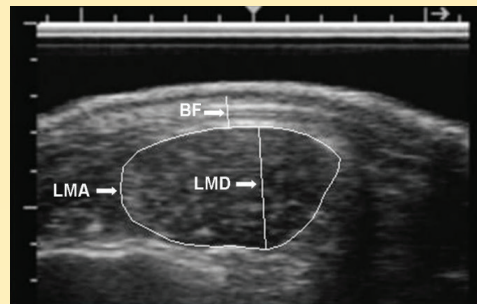


NORTHCOAST LAMB CO-OP

To meet demand for direct marketed lamb in the greater Cleveland area, The Northcoast Lamb Co-Op was created with the support of a Sustainable Agricultural Research Education (SARE) grant to implement value based lamb production criteria. The co-op will be using carcass scanning for acceptance of lamb to market (as well as for NSIP EBVs). The goal is to provide consistent, high quality lamb to local restaurants and groceries.

The co-op will be recruiting producers to participate in selling lamb locally. By implementing carcass scanning, this procedure should reduce the excess fat and inconsistent quality which can damage the quality of the brand. Local producers can take advantage of ultrasound technology to improve the overall quality of their flocks, making carcass scanning available and affordable to co-op producers. The outcome should be better meat quality and marketing, leading to profitability and competitiveness.



FOR MORE INFORMATION:

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