Assembly Resolution No. 252

BY: M. of A. Lemondes

MEMORIALIZING Governor Kathy Hochul to proclaim February 2025, as Lamb Lovers Month in the State of New York

WHEREAS, It is the sense of this Legislative Body to recognize and applaud the leaders of commerce and industry whose accomplishments contribute to the economic health and prosperity of the communities of the State of New York and to the quality of life of its people; and

WHEREAS, Attendant to such concern and in full accord with its long-standing traditions, this Legislative Body is justly proud to memorialize Governor Kathy Hochul to proclaim February 2025, as Lamb Lovers Month in the State of New York, in conjunction with the observance of National Lamb Lovers Month; and

WHEREAS, The American Lamb Board (ALB) is celebrating February as Lamb Lovers Month with their Ewe Complete Me consumer promotion; and

WHEREAS, The campaign has a strong digital presence through ALB's consumer social platforms, reminding followers there is no better way to show their love than preparing delicious American Lamb; and

WHEREAS, American Lamb lovers have been flocking to social media to share their favorite lamb recipes for a chance to win a date-night-in prize package, including American Lamb shanks and premium culinary items; each entrant receives an exclusive "Lamb is for Lovers" canvas tote bag; and

WHEREAS, Ewe Complete Me is just one Lamb Checkoff promotion to encourage consumers to choose American Lamb; to extend the reach and message, ALB staff is sending key consumer food media representatives a Lamb Lovers Month kit including loin chops, Lamb Lovers Month tote bags, sheep's milk cheese and wool socks with a heart pattern; and

WHEREAS, Under the able leadership of Chairman Peter Camino, ALB has celebrated February as Lamb Lovers Month for more than a decade, and truly values this annual opportunity to amplify its impact and carry out marketing goals; and

WHEREAS, The American Lamb Board (ALB) is an industry-funded national research, promotion and information checkoff program that works on behalf of all American commercial and seedstock producers, feeders, direct marketers and processors to build awareness and demand for American Lamb; and

WHEREAS, Funding is through mandatory assessments paid by all industry segments; the board is appointed by the Secretary of Agriculture and represents all industry sectors, geographic regions and sizes of production; and

WHEREAS, Furthermore, the work of the ALB is overseen by the USDA and supported by its dedicated staff; with an annual budget of approximately $2.5 million, nearly two-thirds of funds are devoted to American Lamb promotion; and

WHEREAS, The dedication and expertise of the meat-packing industry to provide the State and Nation with quality lamb has brought great pride and recognition to those who produce lamb, and to our great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to memorialize Governor Kathy Hochul to proclaim February 2025, as Lamb Lovers Month in the State of New York; and be it further

RESOLVED, That copies of this Resolution, suitably engrossed, be transmitted to The Honorable Kathy Hochul, Governor of the State of New York; and the American Lamb Board.