

**ABSTRACTS**  
**\* Author Presenting Paper**

**126 A packing plant perspective of value-based marketing of lamb.** B. J. May\*, *Angelo State University, San Angelo, TX.*

In 1995, Texas lost its only major lamb slaughtering plant. With the closing of this plant, approximately 275 sheep and goat producers decided to build a new, inverted slaughter facility. This new plant, known as Ranchers' Lamb of Texas, Inc. currently produces approximately 7500 lamb and 1000 ewe, ram, and goat carcasses a week. Ranchers' Lamb opened in October of 1997 and in April of 1999 started purchasing lambs based on carcass weight ranges and prices. In January of 2000, Ranchers Lamb began constructing a 2 million dollar fabrication plant addition that will be capable of producing case-ready product, that includes fresh, pre-cooked, and pre-seasoned lamb in modified atmosphere packaging. This fabrication addition will allow Ranchers' Lamb to implement a program that would pay lamb feeders premiums for prime and choice carcasses with yield grades 1 and 2 and to assess discounts for carcasses with quality grades less than choice and/or with yield grades 4 and 5. This new premium and discount program will finally bring to fruition the vision of sheep and goat producers of being to able to participate in a value-based marketing system.

**Key Words:** Lamb, Marketing