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ALB Announces Second Round of Matching Grant Program

The American Lamb Board (ALB) is now soliciting proposals for the second round of the 2007 Matching Grant Program. The deadline for receiving grant applications is May 1, 2007.

A total of \$20,000 is budgeted for the second round of 2007 grant funding. The grants require a one-to-one cash match from the grant recipient. In-kind contributions are not considered for the matching requirement. Non-profit industry organizations are invited to submit proposals that expand or strengthen the market for American Lamb. Creative marketing projects which include a collaborative effort amongst industry organizations and industry sectors are encouraged. Funds received under the grant program must be spent on activities that are permissible under the Commodity Promotion, Research, and Information Act and the Lamb Promotion, Research, and Information Order.

The new application is available at www.americanlamb.com. Additional information or the application can also be obtained by calling Rae Maestas at the American Lamb Board at 866-327-LAMB.