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The Lunar New Year and Mountain States Rosen Welcome 2015 as “The Year of the Sheep”

**Retail Promotions, Digital Marketing, Social Media Campaigns and a Nationwide
“Year of the Sheep Sweeps” Contest Stir Up Consumer Excitement for
Homegrown Shepherd’s Pride and Cedar Springs Lamb**

BRONX, NY – Feb. 16, 2015 – This February 19, legions of Asian cultures will herald the brand new lunar year, with 2015 pronounced “**The Year of the Sheep.**” In celebration, Mountain States Rosen, a producer-owned and -operated lamb and veal company comprised of multi-generational American family farmers and ranchers, will offer upscale grocers and consumers a variety of creative resources and special offers via social media and marketing promotions.

“As the Chinese New Year names 2015 “The Year of the Sheep,” so do we,” says Dennis Stiffler, Ph.D., CEO, Mountain States Rosen. “All of our farmers and ranchers are whole-heartedly committed to producing the best tasting, sustainable, humane and nutritious lamb,” says Dr. Stiffler. “It is high time homegrown brands like Shepherd’s Pride and Cedar Springs are recognized for their longstanding contribution to U.S. land conservation efforts, the economy and our early American culture.”

To ring in this Year of the Sheep, consumers are being asked to pledge their support for lamb as part of an online sweepstakes on www.mountainstatesrosen.com, February 16 through February 27. One lucky entrant will win a year’s supply of American lamb. In addition to this “Year of the Sheep Sweeps,” MSR is launching a multi-media campaign, including retail promotions, Facebook, Twitter and Pinterest consumer campaigns, [Asian-inspired and other recipes](#), [entertaining ideas](#), [nutritional information](#) and [cooking tips](#) in partnership with customers, the American Lamb Board, food bloggers, and Where Food Comes From[®].

A growing number of customer-responsive retailers are offering Shepherd’s Pride Lamb, a brand that lives up to its producers’ promise to never ever use any antibiotics, added hormones or artificial ingredients, and is backed by international food verification authority, Where Food Comes From, Inc, via the Where Food Comes From[®] labeling program. This third-party validation of source of origin brings traceability and transparency to the meat case. Unique technology allows shoppers to simply use

their smartphones to scan the Where Food Comes From[®] label and trace each package of Shepherd's Pride Lamb to the growing source right here in the U.S.

Koen Vermeylen, Raley's head of meat and seafood, feels that American lamb is the best lamb for full, rich flavor, and he sought out Shepherd's Pride as an exceptional partner. "I think sometimes people are afraid of cooking lamb, so it's important to make sure I'm bringing them something truly amazing," Vermeylen says. "I want your first experience with lamb, or your latest experience with lamb, to blow your mind."

Select retailers will run specials on Shepherd's Pride and Cedar Springs lamb throughout the month of February. Consumers can find a store that carries Shepherd's Pride/Cedar Springs lamb by visiting the [MSR store locator](#) and can access information and offers via [Facebook](#) and share their Year of the Sheep ideas at #yearofUSlamb.

About Mountain States Rosen

MSR is producer-owned, vertically-integrated and completely committed to providing the finest lamb and veal in the country. It is the only U.S. lamb and veal company to receive the global Safe Quality Food Institute's top-ranked food safety certification: [SQF Level 3](#). MSR multi-generational family ranchers adhere to responsible raising practices, sustainable land management and conservation, and a combination of old-world traditions and new technology to provide consumers with a consistently lean, tender, juicy, and incomparably delicious product. For more information, please visit <http://www.mountainsstatesrosen.com/>.

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