

April 19, 2023---ISBONA congratulates the country of Iceland on receiving, in March 2023, Protected Designation of Origin (PDO) status within the EU for "Icelandic Lamb" (see <https://www.icelandreview.com/culture/icelandic-lamb-receives-protected-designation-of-origin-within-eu/>). This means that like Champagne and Roquefort cheese, among other PDO products from many areas, lamb sold in the EU can only be labeled "Icelandic Lamb" if it is born, raised, and slaughtered in Iceland. The "terroir" of Iceland---the particular environmental context that the sheep exist in---means that lamb produced in Iceland is truly unique in flavor and texture.

What does this mean for ISBONA members? ISBONA would not exist if not for those first sheep imported from Iceland to North America so many years ago. While it is true that the PDO is not enforceable here in the United States or in Canada, we owe a debt of gratitude to Iceland and its people for the animals they have graciously shared with us.

Therefore, the ISBONA Board of Directors would like to encourage a posture of respect, and suggest that members find creative ways to label and market their meat products without using only the designation, "Icelandic lamb." You might market as "grass-fed lamb from Icelandic sheep," for example, or in a myriad of other ways that define your product as unique to your farm. We feel that it would show the consideration to shepherds in Iceland that they have earned through their long history and traditions.