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Northern Ireland Farm Quality Assured Beef and Lamb take center stage at the NI Food and Drink Show

The Livestock and Meat Commission for Northern Ireland (LMC) seized the opportunity to cook up some mouthwatering beef and lamb dishes for visitors attending the first Northern Ireland Food & Drink Show held in Belfast last weekend.

LMC cookery demonstrators Wendy Donaldson and Liz Brown prepared two delicious recipes showcasing Northern Ireland Farm Quality Assured (NIFQA) beef and lamb. The Ribeye steak with cognac cream recipe was used to great effect showing how quick and simple it is to cook the perfect steak. The Oriental Lamb stirfry dish showed consumers an alternative method of cooking local lamb. The showcase event took place over three days and LMC delivered two demonstrations each day providing a unique opportunity to communicate the benefits of NIFQA beef and lamb. Recipe books and information leaflets about the Northern Ireland Farm Quality Assurance Scheme were snapped up by the audience.

Cherrie Kenny LMC Education Services Manager said, “This tailored product sampling event put Northern Ireland Farm Quality Assured beef and lamb in the hands and minds of potential customers. The event provided a way for customers to try our local beef and lamb while at the same time actively promoted the benefits of buying Farm Quality Assured produce. We were delighted to be involved in this new event. The feedback from those who attended our demonstrations has been extremely positive.

This event compliments the work that LMC does in post primary schools and retail outlets each year throughout Northern Ireland in educating consumers about the high quality nutritious Farm Quality Assured beef and lamb we produce locally. We look forward to seeing the event returning in 2014.”

For delicious beef and lamb recipes go to www.food4life.org.uk

Ends

For more information contact Cherrie Kenny LMC Education Services Manager Tel: 028 9263 3015 or email: ckenny@lmcni.com

Notes to Editors:

1. LMC conducts 300 beef and lamb cookery demonstrations each academic year in post primary schools throughout Northern Ireland
2. LMC's educational website www.food4life.org.uk supports the Home Economics GCSE syllabus in Northern Ireland
3. LMC carries out planned beef and lamb sampling twice a year in multiple retail outlets