

Farming Life – 9th August

LMC – The naturally fresh choice for lamb

The Livestock and Meat commission for Northern Ireland (LMC) has launched a campaign to encourage local retailers to promote Northern Ireland Farm Quality Assured Lamb to customers and stimulate demand for a product that perhaps isn't always at the top of people's shopping lists.

Over the past number of weeks lamb prices have decreased and this is the perfect time for consumers to try out some lamb inspired recipes which are an excellent source of essential nutrients and perfect as part of a healthy and balanced diet. The TV advertising campaign entitled "*The naturally fresh choice for lamb*" is aimed at reminding consumers to look for the Northern Ireland Farm Quality Assured logo when shopping for lamb.

LMC's Industry Development Manager, Colin Smith said "While there are challenges for retailers when trying to source lamb all year round as it is such a seasonal product, we would encourage retailers to boost their support for the local sheep meat industry by procuring more Northern Ireland Farm Quality Assured lamb especially in the current climate when prices offer such good value.

"We are working with local sheep meat producers to deliver the guarantee of farm quality assured lamb from farm to fork. The Northern Ireland Farm Quality Assurance Scheme is one of the longest established of all the farm quality assurance schemes, not only in the UK but probably worldwide. The (NIFQA) Scheme guarantees quality, safety and traceability of lamb. If you can't find the logo simply ask your butcher or retailer if your lamb is farm quality assured as it is a clear indicator of quality."

The NIFQA lamb campaign will be supported with over 300 cookery demonstrations in secondary schools throughout Northern Ireland from September 2014 to March 2015 which will educate young consumers about the nutritional benefits of lamb in a balanced diet and how to cook simple lamb dishes at home.

Lamb sampling sessions are also scheduled to place in key ASDA stores across Northern Ireland in September which will be supported by point of sale material and give consumers the opportunity to learn more about cooking with lamb.

ENDS

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