

Date: 30<sup>th</sup> March 2015

**Northern Ireland Farm Quality Assured Beef and Lamb Recognition at highest ever.**

The 2014 advertising campaign from the Livestock and Meat Commission increased the recognition of the Northern Ireland Farm Quality Assurance (NIFQA) quality mark amongst NI consumers to over 80% for NIFQA Lamb and 82% for NIFQA Beef, ensuring that more outlets stocked these products and more people bought these products more often.

The results came from Millward Brown Omnibus surveys in March and November 2014 and were produced by an intensive TV, Radio, Outdoor, Press and Digital campaign.

The new website ([www.beefandlambni.com](http://www.beefandlambni.com)) launched in September 2014, added further to consumer engagement with a range of delicious recipe ideas, information about NIFQA Farmers and Butchers, a retail stock check, competitions and e mail updates for subscribers.

Website traffic at 4133 uniques per month beat expectations of 900 per month.

With over 1000 subscribers a loyal audience is now in place and email open rates and click-through rates, at 44% and 6.5% respectively, are well above the industry average.

Colin Smith, Industry Development Manager at The livestock and Meat Commission for Northern Ireland added:

“We are keeping up the activity in 2015, with more TV, Radio, Outdoor Press, Website and Digital activity planned for Spring, Summer and Autumn NIFQA Beef and Lamb will be unmissable at over 90% coverage province-wide.

The maintenance of an extremely strong retail presence for NIFQA Beef and a vastly improved presence of NIFQA Lamb has been a result of our existing efforts and retail outlets who wish to benefit from stocking NIFQA products can contact their supplier(s) or the Livestock and Meat Commission for more information.

With high brand recognition scores of 80% and 82% respectively retailers can be confident that stocking NIFQA Lamb and Beef will keep multiple, discounter, convenience and butcher tills busy.”

**ENDS**

See attachment –

Opening still from TV edit containing the quality mark for Northern Ireland Farm Quality Assured Beef and Lamb

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