

PRESS RELEASE

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Industry organisations come together to showcase local lamb

THE sustainable credentials of lamb have been widely profiled as industry came together to support Love Lamb Week (LLW).

Since its inception eight years ago, the Livestock and Meat Commission (LMC) has been proud to back the initiative.

Commenting LMC chief executive Ian Stevenson said, “LMC was once again delighted to partner with the Ulster Farmers’ Union (UFU) and ABP Food Group to deliver the wholesome farm to fork story of Northern Ireland Farm Quality Assured (NIFQA) lamb.”

Throughout the initiative LMC highlighted the attributes of NIFQA lamb through a vast array of digital and traditional media channels.

Promotion spanned beyond LMC platforms with 'Suzie Cooking the Books' otherwise known as Suzie Lee Arbuthnot, recently crowned BBC Home Cook of the year, sharing a tasty lamb kofta recipe and providing tips on how to make lamb mince using NIFQA lamb rump.

LMC also secured a successful radio partnership with U105. Throughout the week this saw NIFQA lamb take centre stage during U105's Lunchtime Bistro show with Carolyn Stewart.

Ian added, “In addition to helping raise the profile of lamb on the airwaves, Carolyn also took to social media and highlighted the importance of looking out for the NIFQA logo while demonstrating how to make our delicious Asian Lamb wraps.”

To interact with consumers LMC hosted an informative sampling event at the Boulevard Outlet, Banbridge.

Ian explained, “The event took place on Saturday 3rd September and was an excellent opportunity for us to engage with consumers, share facts about the credentials of NIFQA lamb and encourage members of the public to sample lamb curry. UFU representatives attended the event to engage with consumers from the farm point of view.”

UFU beef and lamb chair Pat McKay said, “Love Lamb Week 2022 has now reached its end, but it has been a great opportunity to showcase all the benefits of lamb production and to meet face to face with consumers answering any questions they may have about the product and how it is farmed. We missed this direct interaction greatly during COVID-19.

“NIFQA lamb is a nutritious product farmed to the highest animal welfare and environmental standards, and the consumption of lamb is encouraged as part of a healthy balanced diet. LMC have been brilliant at showcasing all the delicious recipes that can be made easily at home, helping consumers to make meals containing local produce that little bit easier.

“With farmers struggling with the on-going cost of production, I urge everyone to show their support for the lamb sector not only for special occasions like LLW but every day of the year.”

ABP’s managing director, George Mullan commented, “ABP was delighted to support Love Lamb Week again this year. The success of LLW is a good example of the many positive collaborations between LMC and ABP. ABP are pleased to provide this substantial hamper of NIFQA lamb to competition winner William Brodison. We look forward to building on the success of collaborations like this and highlighting the positive characteristics of NIFQA lamb in the future.”

Concluding, Ian said, “Love Lamb Week has once again proven successful in raising the profile of our world class responsibly farmed NIFQA lamb. Popularity of lamb remains high and we are pleased with the number of consumers reporting to regularly incorporate lamb into their diet.”

ENDS

Photo captions

Photos can be accessed here - [LLW images](#)

001 – Pictured (L-R) at the Boulevard Outlet, Banbridge, Pat McKay, UFU beef and lamb chair, Patricia Mitchell, LMC cookery demonstrator, Ivor Ferguson, past UFU president and Ian Stevenson, LMC chief executive.

002 – LMC marketing and communications manager Lauren Patterson (right) chats with consumers

003 – Ivor Ferguson, UFU past president speaks with consumers

004 – Consumers sample NIFQA lamb curry

005 – NIFQA lamb competition hamper provided by ABP, pictured (L-R), Lynsay Hawkes, UFU, Sarah Toland, LMC, Hugh McGahon ABP and Lauren Patterson, LMC.

Notes to Editor

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