

Tuesday 08 November 2022

LMC unveils new websites

THREE modern, interactive websites have been unveiled by the Livestock and Meat Commission (LMC).

Earlier this year the Commission embarked on a web design and development project for its corporate, consumer and education websites, namely, www.lmcni.com, www.beefandlambni.com and www.food4life.org.uk.

LMC marketing and communications manager Lauren Patterson said, “We are delighted to officially announce the launch of our three new look websites. Throughout the design and development journey we were mindful of ensuring that the websites were user friendly, informative and easy to navigate.

“The LMC website plays an important role in keeping stakeholders and Northern Ireland Farm Quality Assurance (NIFQA) participants informed of the very latest market developments and news relevant to our industry.

“The website is home to a host of new features which we hope will improve visitors’ experience. This includes a voice recording updated daily with factory quotes, a video library and upcoming events section.

“Of course, visitors to the LMC website will also have access to all the FQAS documentation, various market reports, news stories and industry relevant publications that we have typically provided on an ongoing basis.”

The redesign of the Commission’s consumer facing website, beefandlambni.com has also brought with it the introduction of new features.

Lauren said, “Our consumer website is home to dozens of healthy and nutritious NIFQA beef and lamb recipes. To simplify the process for consumers planning to use our recipes, we have developed an interactive shopping list generator. This enables website visitors to first of all browse our recipes and save their favourites, and subsequently generate and tailor a shopping list for the dishes they have chosen. Shopping lists can be downloaded to mobile devices or printed and brought to the shops. We hope this innovative module will encourage consumers to cook with NIFQA beef and lamb and incorporate it as part of a balanced diet.

“The consumer website is also home to a wealth of information from our advertising campaign. There’s a specific focus on health and nutrition, care for the environment, responsible farming and cuts of beef. Videos on these topics and more are available to view online.”

Another branch of the Commission’s work focuses on education. The Commission’s website dedicated to this area is www.food4life.org.uk

“The education site is home to an expansive range of NIFQA beef and lamb recipes that are tailored to suit practical cookery lessons. Designed to cater for teachers and pupils, the website also provides a wide variety of materials to support learning. These resources are clearly segregated by Key Stage and topic and are designed to support CCEA syllabuses.

“The new Food4Life site boasts exciting new features such as a video library, cookery demonstration booking area and competition hosting page.”

Concluding LMC communications manager, Linda Surphlis said, “A lot of work has gone on behind the scenes to ensure that all three websites provide users with the very best browsing experience possible. We worked closely with Website NI on this and wish to take this opportunity to thank them for their impeccable service in fulfilling our vision for each of the three websites.”

ENDS

Photo caption

001 – LMC marketing and communications manager, Lauren Patterson

Notes to Editor

The Livestock and Meat Commission may take photographs and videos at announcements and events to publicise its work. Photographs, interviews, videos or other recordings may be issued to media organisations for publicity purposes or used in promotional material, including in publications, newspapers, magazines, other print media, on television, radio and electronic media (including social media and the internet). Photographs and videos will also be stored on LMC’s internal records management system. LMC will keep the photographs and recordings for no longer than is necessary for the purposes for which they have been obtained. LMC’s Privacy Policy is available on our website.

For more information contact LMC on: 028 9263 3000

Media Contacts

Lauren Patterson, LMC Marketing and Communications Manager. E: lpatterson@lmcni.com

Linda Surphlis, LMC Communications Manager. E: lsurphlis@lmcni.com