

PRESS RELEASE

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LMC showcase NIFQA beef and lamb at Ballymoney Show

VISITORS to Ballymoney Show were treated to live beef and lamb cookery demonstrations, hosted by the Livestock and Meat Commission (LMC).

The sun shone down on the Ballymoney show grounds as crowds flocked to the food court where the Livestock and Meat Commission demonstrator Hilary Stevenson was cooking up delicious Northern Ireland Farm Quality Assured (NIFQA) beef and lamb dishes. Members of the LMC team were also on hand to engage with the public.

Reflecting on a successful day LMC education and consumer promotions manager, Sarah Toland said, "There was a great buzz at Ballymoney Show. We were delighted to speak with farmers, stakeholders and members of the public and invite them to watch one of our NIFQA cookery demonstrations.

"The first demonstration of the day saw Hilary cook our quick and easy chilli beef pasta recipe. This recipe uses NIFQA mince beef and has become a firm favourite with people attending LMC demonstrations. It's fair to say it went down a treat with the visitors to Ballymoney Show as well.

"For the second demonstration Hilary showcased NIFQA lamb, making a colourful curry. This dish brings together a combination of sweet and savoury spices which perfectly complement the lean lamb steaks."

Both demonstrations were well attended, and it was encouraging to see people's prior knowledge of the Northern Ireland Farm Quality Assurance Scheme and their desire to learn more about our world class beef and lamb.

As each demonstration concluded visitors were invited to sample the freshly prepared NIFQA dish. Feedback was overwhelmingly positive, and LMC were pleased to offer those in attendance a copy of our latest recipe book. Detailed inside is insight into the credentials of NIFQA beef and lamb and a varied mix of easy-to-follow beef and lamb recipes.

Concluding Sarah said, "On behalf of LMC I wish to extend thanks to Ballymoney Show for inviting the LMC team to come along this year. It was a pleasure to be part of such a superb showcase of our local agricultural sector."

ENDS

Photo captions

001 – LMC demonstrator Hilary Stevenson shares samples of NIFQA chilli beef pasta

002 – Visitors sample NIFQA chilli beef pasta

003 – LMC demonstrator Hilary Stevenson pictured with James Morrison of Ballymoney Show

Notes to Editor

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