

PRESS RELEASE

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NIFQA beef and lamb is a firm favourite with consumers

NORTHERN Ireland Farm Quality Assured (NIFQA) beef and lamb is an increasingly popular choice for local consumers, the Livestock and Meat Commission (LMC) has revealed.

New figures obtained by LMC show that more than 9 in 10 consumers who had seen the Commission's advertising campaign were aware of the NIFQA logo on beef products. Furthermore, over 90% of these consumers eat beef, with almost two thirds making a conscious effort to always try to buy beef marked with the NIFQA logo.

The positive statistics come off the back of the Commission's high profile advertising campaign, 'Good Honest Food'. The travelogue style campaign invites viewers to join local chef James Devine as he travels around Northern Ireland and speaks with industry experts to uncover the truth about beef and lamb.

The latest tranche of the multi-platform campaign ran earlier this year and with tracking now complete the results are in.

Commenting LMC chief executive, Ian Stevenson said, "Year on year we have seen positive incremental growth in public awareness of the NIFQA logo. This is positive and demonstrates in a practical sense that consumers understand the provenance and quality of the beef and lamb products available to them.

"What is encouraging, is that the statistics show this awareness translates into informed purchasing behaviour. Since 2020 there has been a marked 20 percentage point uplift in consumers always trying to buy lamb with the NIFQA logo. Similar positive trends have been identified in relation to beef purchasing. This year almost two thirds of local consumers stated they actively always try to buy beef with the NIFQA logo on it.

"We do sometimes get consumers asking why all Northern Irish origin beef and lamb at point of retail isn't marked with the NIFQA logo. Some major retailers have a policy not to use individual quality scheme marks on their packaging but that doesn't mean the Northern Irish labelled beef or lamb isn't NIFQA as it almost always is a key part of the customer specification. Our industry is very proud of the quality and reputation of NIFQA beef and lamb and LMC will continue to actively promote public awareness of NIFQA beef and lamb and the story and values behind it."

The latest tranche of the campaign was live on TV, radio, digital and outdoor platforms this Spring. LMC's consumer website, www.beefandlambni.com continues to host the Love NI Beef page, where further information on the campaign and credentials of NIFQA produce can be viewed at any time.

ENDS

Photo captions

001 – Chef James Devine fronts the LMC advertising campaign, ‘Good Honest Food’

Notes to Editor

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