

EXTENDED CAPTION

38/23

Tuesday 12 September 2023

Love Lamb Week – a resounding success

A week-long celebration of the quality, nutritional and sustainability credentials of local lamb has been a resounding success, according to the Livestock and Meat Commission (LMC).

The annual Love Lamb Week initiative saw LMC, the Ulster Farmers' Union and ABP come together to promote the top quality lamb produced by Northern Ireland Farm Quality Assured (NIFQA) farmers across the province.

Sampling events to promote and encourage consumers to sample lamb were held by LMC and UFU at the Boulevard Banbridge and Belfast City Hall respectively. A further array of activity took place across traditional and digital platforms throughout the week. To round off Love Lamb Week, LMC in partnership with ABP are giving away a £100 NIFQA lamb hamper. The competition is currently live on the Commission's Facebook page @BeefandLambNorthernIreland.

ENDS

Photo caption

001 - Pat McKay, Ulster Farmers' Union, Arlene Thompson, LMC cookery demonstrator, Jo-Anne McCay, LMC and Gerry Mellotte, ABP, taking part in the LMC's Love Lamb Week cookery demonstration at the Boulevard Shopping Centre

Notes to Editor

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