

**PRESS RELEASE**

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**LMC to promote NIFQA beef at food awards**

The Livestock and Meat Commission (LMC) is delighted to be on board again this year to provide sponsorship for the Northern Ireland Food and Drink Association Awards dinner.

According to LMC chief executive, Colin Smith, this biennial event provides a platform to showcase the world class food and drink produced locally. Colin said, “The Northern Ireland Food and Drink Association Awards will bring together hundreds of agri stakeholders to celebrate the very best of NI food and drink. The event recognises the important contributions agri-food producers make to the local economy and provides well deserved recognition for their work and produce.”

LMC will sponsor the main course at the awards event, offering guests an opportunity to experience the exceptional flavour and quality of Northern Ireland Farm Quality Assured (NIFQA) beef.

Colin added, “NIFQA farmers are a vital part of the local food sector and LMC is pleased to take this opportunity to enhance promotion of the immense contributions they make to producing nutritious, environmentally conscious and sustainable beef and lamb.

“We are pleased that NIFQA beef will feature as star of the main course allowing guests to sample the world class red meat our farmers produce. We also take this opportunity to reiterate our pride in the beef and lamb produced by local farmers and demonstrate our commitment to the active promotion of these red meats to industry stakeholders and consumers.”

In closing Colin extended LMC’s congratulations to the Northern Ireland Food and Drink Association for arranging such an important showcase and shop window for our industry which the Commission is immensely proud to be a part of.

**ENDS**

**Photo captions**

**001 – LMC chief executive, Colin Smith**

**002 – LMC chairman Joe Stewart (right) pictured with Northern Ireland Food and Drink Association executive director Michael Bell**

**Notes to Editor**

1. The Northern Ireland Food and Drink Association awards event will take place on Friday 15 March at the Crowne Plaza, Belfast.
2. 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

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