

**PRESS RELEASE**

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**LMC welcomes registration of all island PGI**

THE Livestock and Meat Commission (LMC) has welcomed the registration of an all island Protected Geographical Indication (PGI) for Irish Grass Fed Beef.

An on-farm event to mark the successful registration of the PGI was held in Lifford, Co Donegal last week. LMC representatives joined with counterparts from Bord Bia and the Department of Agriculture, Environment and Rural Affairs (DAERA) and the Department for Agriculture, Food and the Marine (DAFM), to mark this significant attainment.

Commenting following the event, LMC chief executive, Colin Smith said, “The successful attainment of this GI is true recognition of premium quality, nutritious beef produced on the island of Ireland. Beef production on family farms here has a deep rooted heritage that is centuries old. Grass is our greatest asset and we have now official recognition for the world leading quality beef we produce from our grass based beef systems. This GI will help to further enhance and verify the sustainability of our local beef industry to customers in export markets around the world.”

Colin acknowledged that the successful journey to PGI attainment had very much been thanks to collaborative government and industry working on both sides of the border.

He said, “I would like to acknowledge the positive and collaborative approach taken by colleagues in Bord Bia and the broad support from DAERA, DAFM and the UK Department for Environment, Food and Rural Affairs (DEFRA).

“Now the GI has been registered, we look forward to working with industry partners to take it to the next stage. Collectively, we will strive to keep quality Irish grass fed beef from across the island on menus and in the homes of consumers throughout the globe and in doing so aim to simultaneously enhance the sustainability and profitability of all supply chain partners in this critically important agri- food sector.”

**ENDS**

**Photo caption**

**001 – Pictured (L-R) with the PGI certification for Irish Grass Fed Beef is LMC chairman, Joe Stewart, Lauren Cairns, LMC sustainability projects manager and Colin Smith, LMC chief executive.**

**Notes to Editor**

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For more information contact LMC on: 028 9263 3000

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