

PRESS RELEASE

14/24

Thursday 18 April 2024

LMC continues sponsorship of Balmoral Show competition classes

THE Livestock and Meat Commission (LMC) has confirmed its continued sponsorship of four competition classes at this year's Balmoral Show.

Commission representatives will be ringside on Friday 17 May and Saturday 18 May for the sheep interbreed pairs championship, the beef interbreed champion of champions, the sheep young handlers competition and the beef group of five championship.

Looking forward to making a return to Balmoral Park, LMC chief executive, Colin Smith said, "Balmoral Show is undoubtedly one of the major highlights in the agricultural calendar and LMC is pleased to continue its sponsorship of this important event. Preparations are well underway for LMC's return to Balmoral Show which will take place across four days, Wednesday 15– Saturday 18 May.

"LMC's programme of sponsored events will begin on Friday 15 May at the sheep rings for the ever-popular sheep interbreed pairs championship, it's then over to the cattle lawn for the beef interbreed champion of champions. Saturday 18 May will bring a jam-packed line up of activity for the Commission with the team starting the day at the sheep young handlers competition before moving to the cattle lawns for the native breed and continental breed beef group of five championships."

While these sponsored events are going on the LMC stand will also be a hive of activity. Colin added, "Balmoral Show affords LMC a valuable opportunity to engage with consumers and our producer and processor stakeholders to discuss topical issues across the Commission's wide and varied workstreams. LMC staff will be on hand at our stand for the four days of the show. You'll find us in our usual location, stand B4 opposite the main arena."

ENDS

Photo caption

001 – LMC chairman Joe Stewart presenting rosettes to the continental beef group of five champions at Balmoral Show 2023

Notes to Editor

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