

LMC and 'Meat Matters'-Protecting the Reputation of Red Meat

LMC's Industry Development Manager-Colin Smith returned from a recent meeting in London encouraged by the work being done by Meat Matters on behalf of the red meat industry to promote the benefits of red meat as part of a healthy balanced diet.

Mr Smith said, "It is extremely encouraging to see the amount of work that goes on behind the scenes to accurately inform consumers and the media about the nutritional benefits of red meat. All too often it is the negative stories about red meat that reach the headlines. The team at Meat Matters continually examine media content for red meat references and is well placed to counter any negative press or to proactively distribute good news stories about red meat. Meat Matters gathers information from a Meat Advisory Panel, a group of healthcare professionals, scientists and researchers who can provide independent impartial information about red meat and its role as part of a healthy, balanced diet."

LMC, together with other levy bodies from the UK, ROI and internationally contribute funding to this initiative and attend meetings of the group to keep abreast of the various projects within the agreed work programme. Meat Matters' key messages are that red meat is a valuable part of a healthy balanced diet and can be used in a wide range of easy, enjoyable and nutritious meals. The LMC uses this information to inform its own work programme, specifically the retail sampling and school demonstration activities and to keep the 'food 4 life' website and promotional material up to date.

Mr Smith continued, "It is important that beef and sheep farmers and meat processors in Northern Ireland are aware that there is a team in place specifically to protect the reputation of the quality product that they produce. In this modern age where news travels across the world in an instant it is vital that consumers and the media receive accurate information based on professional advice and robust research and this is exactly what the Meat Matters team ensures.

Through its own work programme of activities the LMC continues to stress the benefits of red meat as part of a healthy balanced diet. The next round of LMC beef sampling will begin in retail outlets across Northern Ireland at the end of September”

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Notes to Editors

More information on Meat Matters can be found at
<http://meatmatters.redmeatinfo.com>