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Benefits of Red Meat Reach Over 42 Million Consumers

An important statistic reported by the LMC funded Meat Matters initiative indicates that there have been more than three positive stories about red meat published by the Meat Matters team in the UK press for every one negative story. LMC, together with other levy bodies from the UK, RoI and internationally contribute funding to this initiative.

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 delegates attended the annual review meeting of Meat Matters in London and were informed that the benefits of red meat had reached over 42 million consumers in the past 12 months. The Meat Matters communication plan uses a varied media mix to achieve this including the MeatMATTERS.com website, TV and online communication.

LMC's Industry Development Manager Colin Smith said, "All too often it is the negative stories about red meat that reach the headlines. 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. This is just one example of how LMC can use a small amount of funding to deliver a huge impact in Northern Ireland's key export market; Great Britain. 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"

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Notes to Editors

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