

LMC to sponsor beef and lamb for World Butchers' Challenge event

The Livestock and Meat Commission for Northern Ireland (LMC) is set to be one of the main sponsors for this year's prestigious World Butchers' Challenge which is taking place during IFEX at the Titanic Exhibition Centre, Belfast, from March 20 until March 22.

LMC will showcase the very best of Northern Ireland Farm Quality Assured beef and lamb by sponsoring the meat that will be used during the World Butchers' Challenge event which will see teams from across the globe compete for the much sought after World Championship title.

Elsewhere, LMC are also helping to organise an International Study Tour for the competition participants to give them an opportunity to learn about how the meat and butcher trade operates throughout Ireland.

On Friday, March 16, a visit to Linden Foods will take place as part of the International Study Tour before participants depart for Loughry College to attend an information day hosted by CAFRE/DAERA where LMC will also be present to engage with participants about the Northern Ireland beef and sheep meat industry and its excellent quality produce.

Speaking ahead of the World Butchers' Challenge, LMC Chief Executive, Ian Stevenson said: "On behalf of everyone at LMC, we are delighted to support such a prestigious event.

"LMC is sponsoring the beef and lamb that will be used during the World Butchers' Challenge competition and since the event has garnered worldwide interest, it's a perfect platform to showcase the excellent quality beef and lamb Northern Ireland has to offer. Events such as IFEX and the World Butchers' Challenge offer great support to the industry and have the potential to boost Northern Ireland's global market presence by promoting locally produced farm quality assured beef and lamb on an international platform.

"Furthermore, the International Study Tour that LMC assisted in organising, will be very beneficial in terms of educating the participants- many of whom are not from Northern Ireland- of how our beef and lamb is produced and processed.

"I would like to take this opportunity to wish everyone competing in this year's World Butchers' Challenge the very best of luck!"

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