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LMC 'delighted' to sponsor Bank of Ireland Open Farm Weekend

The Livestock and Meat Commission for Northern Ireland (LMC) is continuing its support for the local agri-food industry by part sponsoring this year's Bank of Ireland Open Farm Weekend (BOIOFW) running on June 15 and 16.

Currently in its eighth year, LMC has hosted cookery demonstrations during BOIOFW for a number of years but this is the first time the organisation has sponsored the initiative.

LMC's Chief Executive, Ian Stevenson commented: "We're delighted to sponsor this fantastic initiative for the first time this year. As consumers are becoming more conscious about where their food comes from, events like BOIOFW are vital as it allows consumers to learn more about the farm end of the production chain. It also enables consumers to meet the farmers who work so hard all year round to provide the high quality produce Northern Ireland is known for.

"Educating consumers about the merits of purchasing and consuming local produce is a large part of what LMC does on a daily basis. We've been helping to do this during BOIOFW for a number of years in the form of hosting cookery demonstrations and this year is no different. Our highly trained demonstrators will be hosting cookery demonstrations at two separate farms where visitors will learn how to cook and prepare Northern Ireland Farm Quality Assured beef and lamb.

"Over the years BOIOFW has greatly evolved and has become a much looked forward to event. As an organisation which markets and promotes the local beef and sheep meat industry, we're keen to see this annual event continue long into the future."

BOIOFW Chairman and UFU Deputy President, David Brown added: "We are delighted that LMC have come on board this year to support this initiative.

"BOIOFW was established in 2012 to showcase our farming industry and the wonderful work our farmers do. Its focus is to help the public, particularly those from a non-farming background to better understand how our food is produced and to raise awareness of how supply chains work, through our local food industry.

“LMC have supported the initiative for many years on our steering committee but it is great that this year that they have taken the extra step of financially supporting BOIOFW which will enable the initiative to continue to grow.”