



Press release

New LMC Website-Putting Beef and Lamb on the menu

The Livestock and Meat Commission for Northern Ireland (LMC) has launched an exciting new website which aims to increase the use of Northern Ireland Farm Quality Assured (NIFQA) beef and lamb by home cooks. www.beefandlambni.com is packed with recipe ideas and menu suggestions along with know-how demonstration videos by local chef Karyn Booth on how to cook and enjoy beef and lamb products at home.

Speaking about the launch of the new site LMC's Industry Development Manager, Colin Smith said, "In addition to picking up handy hints and tips about cooking beef and lamb, visitors to the website can also meet the farmers and butchers who produce meat to the high standards of the NIFQA scheme through the case studies on the site. They can also discover which of their local retailers are currently stocking NIFQA beef and lamb.

Colin adds that the new site complements LMC's existing promotional work which includes an advertising campaign; Beef and Lamb-The Natural Choice and work that we do in schools educating thousands of pupils every year about the nutritional benefits of beef and lamb. Beefandlambni.com has something for everyone at all levels of culinary expertise. The website will evolve and grow with new recipes already in the pipeline to be added in the near future so watch this space."

New visitors to the website can register and be in with a chance of winning a NIFQA beef and lamb voucher worth £200. In addition those who register will receive email updates on new recipes, competitions and news from www.beefandlambni.com.

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