

INCREASED LEVELS OF PRIME CATTLE IMPORTED FOR DIRECT SLAUGHTER IN RECENT WEEKS

Last week, ending 24 September, 409 prime cattle were imported from ROI for direct slaughter in local plants, bringing the total number of prime cattle imported from ROI to NI for the year to date to 9,903 head. During the corresponding period last year, prime cattle imports totalled 11,549 head. This is a year on year decline of 1,646 cattle or 14.3 per cent. Prime cattle imports from ROI have remained behind 2021 levels throughout 2022 to date.

Imports into NI for direct slaughter
Prime cattle imports from ROI accounted for 3.7 per cent of total NI prime cattle throughput to week ending 24 September 2022. During the corresponding period in 2021 prime cattle imports from ROI accounted for 4.7 per cent of the local kill and accounted for 4.4 per cent during the same period in 2020.

Figure 1 displays the levels of prime cattle being imported into NI. This increased significantly in the week ending 25 June 2022, when numbers almost doubled from the previous week, and levels have remained ahead of that seen during the prior part of 2022. Strong supplies of prime cattle for

slaughter locally met processor demand for beef during the early part of the year, however the tightening in availability of prime cattle in NI will have contributed to the increase in imports in recent weeks as processors act to meet customer demand.

The current differential in prime cattle prices between ROI and NI also makes importing ROI cattle advantageous. As the year progresses the quality of prime cattle available for slaughter in NI may decline and tighten further domestic beef supplies if fodder quality is reduced by little or no fertiliser use earlier in the year.

No prime cattle have been imported from GB for direct slaughter in local plants during 2022 to date. No prime cattle have entered NI for direct slaughter from GB since the week ending 26 December 2020 when two prime cattle were imported from GB.

Exports out of NI for direct slaughter
Exports of prime cattle out of NI for direct slaughter in both ROI and GB have also been operating at very low levels as displayed in **Figure 2**. Just 42 prime cattle were exported from NI to

GB during 2022 to date with no prime cattle exported for direct slaughter to GB in the last 24 weeks. In the same period last year 367 prime cattle were exported to GB for direct slaughter. The prices paid for prime cattle domestically during 2022 resulted in a narrow price differential between GB and NI making exporting cattle to GB a much less profitable enterprise than it was previously.

Meanwhile exports of prime cattle to ROI for direct slaughter totalled 245 head during 2022 to date, up 70 head from the corresponding period last year. The increased levels exported to ROI can be attributed to the strong deadweight prices in ROI relative to NI prices during a number of weeks for the year to date.

In the six week period from week ending 21 May to 25 June 2022 the R3 steer and heifers prices from ROI reported prices above the equivalent NI prices. During which time R3 grading steers peaked at 13.4p/kg ahead of NI prices and 13.7p/kg ahead of the NI price for R3 grading heifers.

Figure 1: Cattle imports to ROI and GB from NI for direct slaughter from January 2020 to September 2022. Source: DAERA

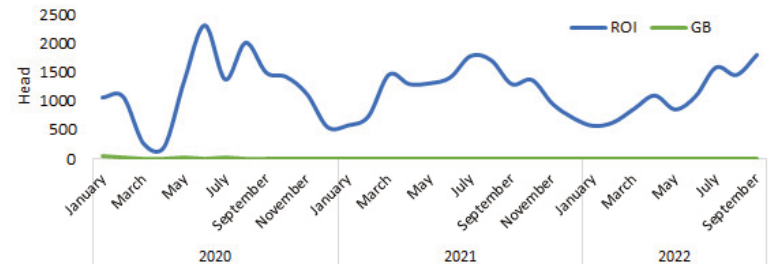
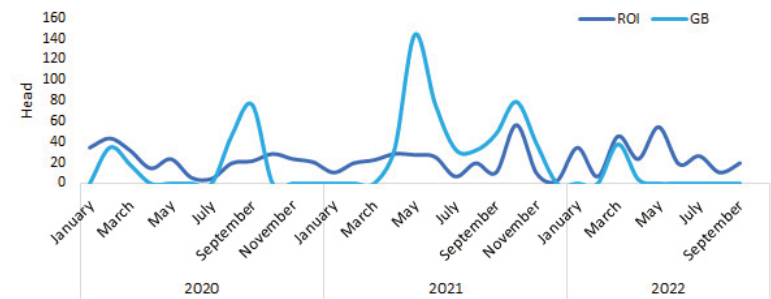


Figure 2: Cattle exports to ROI and GB from NI for direct slaughter from January 2020 to September 2022. Source: DAERA



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Join us for a half-day conference brought to you by the Irish Farmers Journal and the Livestock and Meat Commission in association with The Andersons Centre.

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As part of the programme, an annual Celebration Event takes place aimed at those who have lost a loved one, recently or in the past, to come together and celebrate the lives of those who are no longer with them. All who

have experienced loss within the farming community are welcome to attend and light refreshments will be served.

Places are limited so please RSVP to Melissa Wylie at melissa@ruralsupport.org.uk

If you would like to find out more about this event or the range of services and programmes available at Rural Support, go to the NI Farm Support hub at www.ruralsupport.org.uk or telephone the Support Line on Freephone 0800 138 1678 available Monday-Friday 9am-9pm.

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WEEKLY BEEF & LAMB MARKETS

CATTLE TRADE

NI FACTORY BASE QUOTES FOR CATTLE

(P/KG DW)	This Week 26/09/22	Next Week 03/10/22
Prime		
U-3	414 - 426p	414 - 426p
R-3	408 - 420p	408 - 420p
O+3	402 - 414p	402 - 414p
P+3	346 - 358p	346 - 358p
Including bonus where applicable		
Cows		
O+3	330 - 350p	330 - 350p

Cow quotes vary depending on weight and grade. Pricing policies vary from plant to plant. Producers are advised to check pricing policies before presenting cattle for slaughter.

Deadweight Cattle Trade

Base quotes from the major NI processors for in spec U-3 grade prime cattle this week continued to range from 414-426p/kg. Base quotes for good quality O+3 grade cows also held steady this week, ranging from 330-350p/kg. Four of the major meat plants have indicated similar quotes for all types of cattle early next week.

Throughput of prime cattle in NI plants last week totalled 6,509 head, a decrease of 887 head when compared to the previous week. This is also a decrease of 547 head from the 7,056 prime cattle processed in the same week in 2021. Cow throughput in NI last week totalled 1,944 head a decrease of 679 head when compared to the previous week.

Imports of prime cattle from ROI for direct slaughter in NI plants last week totalled 409 head with 131 cows also imported. There continues to be no cattle imports from GB for direct slaughter in NI plants. Exports from NI to ROI for direct slaughter consisted of one prime animal and six cows, with no cattle exported from NI for direct slaughter in GB last week.

Last week the average steer price in NI remained steady from the previous week at 424.9p/kg with the R3 steer price up 1.1p/kg to 435.6p/kg. In the same week in last year, the R3 steer price was 402.2p/kg, 33.4p/kg behind current levels. Meanwhile the average NI heifer price was up 1.6p/kg to 429.4p/kg last week, with the R3 heifer price up 0.7p/kg to 437.5p/kg. In the corresponding week in 2021, the R3 heifer price was 400.6p/kg, 36.9p/kg behind current levels. The average young bull price in NI last week remained steady at 416.3p/kg, while the R3 young bull price was up 2.6p/kg to 428p/kg. The deadweight cow trade in NI improved from the previous week with the average cow price up 6.2p/kg to 331.1p/kg and the O3 cow price slightly up 0.2p/kg to 358.5p/kg.

The average steer price in GB last week was 440p/kg, up 1.3p/kg from the previous week, while the R3 steer price was up 0.8p/kg to 446.6p/kg. This places the R3 steer price in GB at 11p/kg above the same price in NI. Last week the average heifer price in GB was up 1.4p/kg to 437.1p/kg, with the R3 heifer price up 1.6p/kg to 444.9p/kg. This places the R3 heifer price in GB at 7.4p/kg above the same price in NI. Meanwhile the GB cow trade generally came under pressure from the previous week. The average cow price was back 1.1p/kg to 342.9p/kg, while the O3 cow price was 376.3p/kg, up a marginal 0.2p/kg from the previous week.

In ROI last week the deadweight prime cattle trade came under pressure in euro terms. However due to the weakening in sterling against euro the majority of prime cattle prices increased in sterling terms. The R3 steer price in ROI last week was the equivalent of 415.2p/kg, up 1.1p/kg from the previous week. This puts the R3 steer price in ROI at 20.4p/kg behind the same price in NI. Meanwhile the R3 heifer price in ROI was up 2.1p/kg to the equivalent of 418.8p/kg. This puts the R3 heifer price in ROI 18.7p/kg below the same price in NI.

Deadweight Sheep Trade

Base quotes from the processors for R3 grading lambs ended this week at 505p/kg with plants continuing to pay up to 21kg. Quotes for early next week are expected to range from 495-510p/kg across the plants. Throughput of lambs last week totalled 8,229, back 2,644 head from the previous week when 10,873 lambs were processed locally. During the same week last year 9,798 lambs were processed in local plants. A further 7,609 lambs were exported from NI to ROI for direct slaughter, an increase of 672 lambs when compared to the previous week. In the corresponding week last year 6,678 lambs were exported from NI to ROI for direct slaughter. The average deadweight lamb price in NI last week was 486.9p/kg, back 2.7p/kg from the previous week. Meanwhile the deadweight lamb price in ROI was up 6.9p/kg last week to 539.6p/kg.

Liveweight Sheep Trade

The marts continue to report good numbers of lambs passing through the sale rings this week. Last Saturday in Omagh 1,207 lambs sold from 475-503p/kg compared to 1,272 lambs the previous week selling from 481-532p/kg. In Kilrea on Monday a good entry of 1,100 lambs sold from 450-493p/kg compared to last week when 620 lambs sold from 450-497p/kg. A strong entry from Rathfriland on Tuesday when 1,174 lambs sold from 450-510p/kg (avg 460p/kg), compared to 825 lambs last week selling from 430-530p/kg (avg 453p/kg). On Wednesday in Armoy 480 lambs sold from 425-475p/kg compared to 685 lambs selling from 435-474p/kg last week. Top reported prices for culled ewes ranged from £132-192 across the marts this week.

LAST WEEK'S DEADWEIGHT CATTLE PRICES (UK / ROI)

W/E 24/09/22	Northern Ireland	Rep of Ireland	Scotland	Northern England	Midlands & Wales	Southern England	GB
Steers	U3	437.7	424.6	451.4	449.5	449.3	450.2
	R3	435.6	415.2	453.7	448.1	442.1	443.5
	R4	431.7	415.1	454.4	450.4	438.4	443.4
	O3	423.4	399.2	438.5	434.5	422.7	423.7
AVG	424.9	-	450.6	442.9	431.7	433.1	440.0
Heifers	U3	442.2	428.9	456.7	451.5	453.2	452.6
	R3	437.5	418.8	451.3	445.3	442.9	440.1
	R4	433.9	419.1	454.7	445.5	441.2	440.4
	O3	427.9	406.9	434.5	435.2	419.4	419.8
AVG	429.4	-	450.5	442.1	426.3	428.2	437.1
Young Bulls	U3	431.2	410.7	448.2	446.3	445.0	445.9
	R3	428.0	401.8	441.4	440.3	435.0	437.9
	O3	408.8	385.4	418.8	408.1	410.2	419.0
	AVG	416.3	-	436.3	425.2	425.5	425.4
Prime Cattle Price Reported	5,330	-	5,514	5,552	6,108	3,778	20,952
Cows	O3	358.5	373.8	381.1	375.5	376.4	372.1
	O4	361.9	374.4	384.3	377.7	376.7	364.6
	P2	320.5	333.6	341.0	328.0	332.7	340.5
	P3	337.9	362.6	357.8	344.5	354.9	351.8
AVG	331.1	-	377.2	346.7	335.6	336.0	342.9

Notes: (i) Prices are p/kg Sterling-ROI prices converted at 1 euro=87.59p Stg
(ii) Shading indicates a lower price than the previous week.
(iii) AVG is the average of all grades in the category, not just those listed

LATEST LIVELWEIGHT CATTLE MART PRICES NI

W/E 24/09/22	1st QUALITY			2nd QUALITY		
	From	To	Avg	From	To	Avg
Finished Cattle (p/kg)						
Steers	250	279	265	205	249	225
Friesians	203	233	218	-	-	-
Heifers	238	274	245	200	237	218
Beef Cows	220	285	230	175	219	195
Dairy Cows	140	167	152	100	139	120
Store Cattle (p/kg)						
Bullocks up to 400kg	250	305	275	205	249	225
Bullocks 400kg - 500kg	245	321	265	190	244	218
Bullocks over 500kg	230	284	245	181	229	202
Heifers up to 450kg	250	318	270	200	249	220
Heifers over 450kg	220	254	235	170	219	192
Dropped Calves (£/head)						
Continental Bulls	400	460	425	250	395	310
Continental Heifers	350	400	375	225	345	285
Friesian Bulls	130	175	155	55	125	90
Holstein Bulls	70	150	110	2	65	35

REPORTED NI CATTLE PRICES - P/KG

W/E 24/09/22	Steers	Heifers	Young Bulls
U3	437.2	441.4	431.0
R3	433.4	435.2	428.1
O+3	425.0	430.1	417.6

*Prices exclude AA, HER and Organic cattle

REPORTED COW PRICES NI - P/KG

W/E 24/09/22	Weight Bands			
	<220kg	220-250kg	250-280kg	>280kg
P1	252.3	270.7	279.4	290.2
P2	272.5	299.6	316.3	332.5
P3	280.5	316.8	334.9	341.4
O3	310.0	329.9	356.0	360.0
O4	-	348.1	330.9	363.3
R3	-	-	-	382.2

SHEEP TRADE

NI SHEEP BASE QUOTES

(P/Kg DW)	This Week 26/09/22	Next Week 03/10/22
R3 Lambs up to 21kg	490-500p	495-510p

REPORTED SHEEP PRICES

(P/KG)	W/E 10/09/22	W/E 17/09/22	W/E 24/09/22
NI L/W Lambs	445.4	453.0	452.3
NI D/W Lambs	482.7	489.6	486.9
GB D/W Lambs	527.7	523.6	524.8
ROI D/W	526.9	532.7	539.6

LATEST SHEEP MARTS (P/KG LW)

From: 24/09/22		Lambs			
To: 29/09/22		No	From	To	Avg
Saturday	Swatragh	2380	485	560	-
	Omagh	1207	475	503	-
Monday	Kilrea	1100	450	493	-
	Massereene	1160	450	488	-
Tuesday	Saintfield	940	450	500	-
	Rathfriland	1174	450	510	460
Wednesday	Ballymena	2543	420	478	442
	Enniskillen	900	428	495	-
	Armoy	480	425	475	-
	Markethill	1300	440	470	-

Information supplied by LMC / DAERA/ AHDB/ DAFM

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LATEST SURVEY CONFIRMS THE TREMENDOUS VALUE OF LMC'S MEDIA ADVERTISING

A recent analysis of independent omnibus tracking data, generated from a survey of 1,000 people, has confirmed that very high levels of local consumer awareness exist regarding Northern Ireland Farm Quality Assured (NIFQA) beef and lamb.

Significantly, the survey established that 93% of consumers who had seen the recent Livestock and Meat Commission (LMC) 'Good Honest Food' media campaign, were aware of Northern Ireland Farm Quality Assured (NIFQA) beef. Moreover, 88% of these consumers purchase beef regularly.

LMC Chief Executive Ian Stevenson takes up the story: "The results of the survey also reflect very positively on the Commission's strategic commitment to advertising, across a range of available media outlets here in Northern Ireland." LMC invests a proportion of levy income on an annual basis in the media campaign, specifically targeting the home market here in Northern Ireland. The impact of this promotional activity is independently assessed on a regular basis.

"NI Farm Quality Assured beef and lamb sales generated by local red meat processors in the NI market amount to approximately £224m on an annual basis. "Campaign spend represents approximately 15% of their total sales, which is an important foundation on which to build their external sales to Great Britain and a myriad of export markets around the world."

He continued: "So, the home market remains very important to our beef and lamb processors and by, extension, to livestock farmers right across Northern Ireland. "It is vitally important for sales of NIFQA beef and lamb to be supported here in Northern Ireland. This is an absolute priority for LMC.

"Our latest survey results clearly confirm that our objectives, in this regard, are being met in full. In fact, the most recent survey results build on a portfolio of similar work, carried out over many years, highlighting the sustained and positive awareness of NIFQA beef and lamb throughout Northern Ireland."

The most recent independent survey also confirms that local consumers have taken on board messaging that goes well beyond their recognition of the NIFQA beef and lamb logo. Significantly, they regard red meat produced locally as a very natural product. LMC Marketing and Communications Manager, Lauren Patterson takes up the story.

"82% of customers recognise the Northern Ireland Farm Quality Assurance logo on beef and lamb, this is an uplift from 77% in 2021 and the highest level of recognition since annual tracking began. This is a very encouraging trend, especially amongst younger cohorts and main shoppers.

"Many also regard NIFQA beef and

lamb as key components of a healthy and balanced diet. Just short of 80% of those participating in the omnibus survey confirmed NIFQA beef and lamb as a natural source of vitamins and minerals, up seven percentage points from 2021."

There is also strong evidence that the success of LMC's media campaigns year on year has been helped by the consistency of messaging and its multi-platform delivery. Using chef James Devine as an ambassador to front the campaign and having him discuss with independent experts key facts around sustainability, the environment, diet and health has resonated well with consumers.

It was drawn from the survey that an increasing 63% of participants agreed NIFQA beef is kind to the environment; 77% agreed that NIFQA beef is naturally produced. 84% recognised that NIFQA beef was high quality.

Lauren added "This aligns with those who recognise the logo and who had seen the preceding media campaign. These are hugely encouraging results for us as these areas where those that the campaign aimed to address. This, undoubtedly, shows that the campaign is working hard to inform the conversation around red meat and the message is resonating with consumers.

"We are also seeing growth in terms of awareness of NIFQA beef and lamb

Image 1: A shot from the television campaign of LMC featuring renowned local chef James Devine promoting Northern Ireland's quality beef and lamb.



products, a trend that was significant amongst younger consumers, but notably stronger within the older core audience. These positive trends were complemented by the incremental rise in awareness of the NIFQA logo, which now resonates with the vast majority of local consumers.

"There was also an increase in the percentage of consumers always purchasing beef labelled with the NIFQA logo," Lauren Patterson confirmed. "What's more, consumers seeking out the logo when purchasing lamb is the highest since tracking began.

"These results confirm the confidence that consumers have in the NIFQA logo and show how consumers are actively looking and purchasing beef and lamb with the logo. The logo is now representing much more for

consumers including quality, traceability, provenance, environmental awareness, and representation of a natural product.

"We will continue to promote these attributes which make our beef and lamb world class in the next tranche of our campaign. We will continue to target the main shoppers and 25-34 and 35-44 age groups who are making the purchases in homes but also most likely to report ethical barriers to purchasing red meat. Going forward our media plan will continue to target younger demographics who are engaging in messaging through platforms such as social media, to ensure the conversation continues to grow positively."

For more information visit www.beefandlambni.com

LMC FLIES THE FLAG FOR NORTHERN IRELAND AT MEAT MANAGEMENT INDUSTRY AWARDS

This year's Meat Management Industry Awards saw the Livestock and Meat Commission (LMC) short listed in the 'Best Trade Organisation' category. The Commission's Chief Executive Ian Stevenson and other members of the organisation's management team attended the event, which was held recently in Birmingham.

the award category in question. We were nominated by an independent third party. I think this fact alone further highlights the credibility that LMC has managed to build up throughout the UK over a long number of years.

"Approximately 85% of the farm quality assured beef and lamb produced in Northern Ireland is sold in external markets with GB our largest and most important single market.

"The fact that LMC has such a high level of credibility across the UK meat industry as a whole complements the excellent work of local beef and lamb processors, who are supplying customers in GB every week of the year."

The Meat Management Industry Awards are unique in recognising the creativity, innovation and excellence of the UK's meat industry. The award winners are determined either through reader votes or following product entries, the latter being evaluated by a team of judges.

Image 2: Pictured at the 2022 Meat Management awards representing LMC is Colin Smith (Industry Development Manager), Lauren Patterson (Marketing & Communications Manager) and Ian Stevenson (Chief Executive).



The Manufacturer of the Year award went to the ABP Food Group. Significantly, the much acclaimed 'Excellence Award' title went to Dean Holroyd, group technical and sustainability director at ABP. This prestigious accolade is presented to an individual who has made an outstanding contribution the British meat industry. Ian explained, "Dunbia UK were the winners in the Best Lamb

Product Award category. This added to the number of winning companies on the night with a strong tie to Northern Ireland." Approximately 400 people attended what was a very successful event. Our attendance provided members of the LMC management team with an invaluable opportunity to network with a wide range of representatives from the British meat sector. The Awards were attended by

representatives from the meat processing sectors, supermarkets, industry suppliers, trade organisations, catering butchers and independent retailers.

The Meat Management Industry Awards' night remains the single biggest event of its kind in the sector in the UK. The occasion is unique in honouring both people who have made a major contribution to the meat sector and the many new innovative products coming to the fore within the industry. The 2022 event went ahead against the backdrop of fast rising food inflation, a challenge that has not been a feature of the marketplace for many years.

Rising costs are an inescapable fact of life for every business at the present time, irrespective of the sector they are operating in. However, the clear evidence emanating from the 2022 Meat Management Industry Awards confirms the tremendous depth of commitment from those working within the UK meat industry to continuously come forward with products of the highest quality and reputation.



"Unfortunately, we didn't come home with the award," Ian confirmed. "But the fact that we were short listed for such a prestigious accolade in the first place reflects very positively on the impact that LMC is making within the UK meat industry as a whole." He continued: "Of equal significance is the fact that we did not submit an entry for



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