

SCHOOLS ARE QUEUING UP TO HOST LMC COOKERY DEMONSTRATIONS

The new term is just over a week old and already the Livestock and Meat Commission (LMC) is confirming almost 300 bookings from schools across Northern Ireland to host farm quality assured beef and lamb cookery demonstrations. These are given by the Commission's expert team of demonstrators, who have many years' experience of working with secondary school students of all ages.

LMC's Marketing and Communications Manager, Lauren Patterson, explained:

"We can host a total of 375 cookery demonstrations in any one academic year. And given the rate at which requests are coming in from schools at the present time, I can predict that we will be fully booked well before the end of September.

"Despite Covid-19, it is extremely satisfying to know that the LMC cookery demonstrations are so highly regarded by teachers.

"We will always try our best to meet the needs of those schools getting in contact with us."

The demonstrations have been structured to meet the needs of all post primary school student age groups. Those in Key Stage 3 classes are instructed in basic food handling and cookery skills, as well as principles of nutrition and traceability.

However, key stage 4 and 5 students receive

unique insights, which complement the curriculum followed for the Council for Curriculum, Examinations and Assessments (CCEA) Food and Nutrition (GCSE) and Nutrition and Food Science (A Level) courses.

"In addition to health, nutrition and cookery skills, the subject of the Northern Ireland Beef and Lamb Farm Quality Assurance Scheme (NIFQA) is touched on at GCSE level and is included as a formal element of the curriculum for A Level students studying Nutrition and Food Science. Students must be able to identify the NIFQA logo and demonstrate understanding of its purpose and application" Lauren confirmed.

This is the second year which sees the LMC demonstrations working within the Covid-19 protocol put in place by LMC.

"This is not a problem for us. The children are still bubbling within the classroom while the demonstrators remain PPE compliant at all times." said Lauren.

"The demonstrations have been tailored to meet all of the criteria put in place by the schools while also delivering for the students taking part."

LMC has been hosting cookery demonstrations in schools across Northern Ireland for over 20 years. Their success has been based on the

recognised benefit they deliver for students and the fact that they fully complement the curriculums followed in schools.

At a very fundamental level, the demonstrations are allowing school children to learn about the role of farm quality assured beef and lamb within a balanced diet. And this is a story that has a very strong farm to fork dimension associated with it.

Lauren Patterson again: "All of our presentations are very much science driven. Beef and lamb are unique sources of minerals and vitamins, all of which play a critically important role as key drivers of nutrition across all age groups.

"Our demonstrations have been developed with the full support of teachers and those developing the curriculums taught in our schools. And this will always be the case. Complementing the course work taught in the classroom is at the heart of everything that we do.

"LMC's input at school level is also helping students to develop invaluable life skills."

She concluded: "Students are consumers in their own right. So it is important that they are given relevant information which allows them to make properly informed decisions, when it comes to the foods they eat.

"The 2021/22 academic year is now in full

swing. It is very encouraging to get a sense of how much value teachers place on our school demonstrations.

"And it's important that LMC builds on all of this for the future. But some things never change. The cookery demonstrations were developed to give students the sense that preparing and cooking beef and lamb recipes can be fun.

"Keeping the enjoyment factor to the fore will always remain our priority, while also providing some young people their first opportunity to try NIFQA beef and lamb."

Image 1: Liz Brown with students from Friends School Lisburn at a cookery demonstration.



THE SUSTAINABILITY OF QUALITY ASSURED LAMB IS PROVING A BIG HIT WITH LOCAL CONSUMERS DURING LOVE LAMB WEEK

'Love Lamb Week' ended on Tuesday of this week (September 7th). However, there is already strong evidence to confirm that local consumers have reacted very positively to the sustainability messaging that was at the heart of this year's campaign. Love Lamb Week is jointly hosted in Northern Ireland by the Ulster Farmers' Union (UFU) and the Livestock and Meat Commission (LMC).

"Farm Quality Assured lamb is unique in having a very low carbon footprint," confirmed the Commission's Marketing and Communications Manager, Lauren Patterson. "As a result, it is one of the most sustainably produced meats available to consumers, not just here but around the world."

With many Covid-19 restrictions still in place, the decision was taken to host Love Lamb Week as a digital event only. This meant that the focus of the many activities taking place had a very strong social media dimension.

The LMC's Facebook page is currently telling the story of how farm quality assured lamb is actually produced in Northern Ireland: our reliance on grass, the fact that our less favoured areas are home to so many of our breeding ewe flocks and the fact that 97% of the water required by lambs is sourced directly as rainfall.

The site is also highlighting the critical role of

sheep production in maintaining the infrastructure of our less favoured areas and our countryside as a whole.

Successive LMC advertising campaigns have confirmed that consumers want to know more about the ways in which their food is produced and how the management decisions taken by farmers interact with the environment and the countryside as a whole. A consistent theme communicated by the Commission is that of cattle and sheep farmers actually shaping the countryside that we all enjoy in a very proactive and sustainable manner. She added: "Lamb ticks every box in this regard. These are themes that can be built on as LMC continues to tell the story of how farm quality assured lamb is produced here in Northern Ireland."

Image 2: Grazing sheep help in the sequestration of carbon within the soil, which would otherwise be moving freely in the atmosphere.



"Love Lamb Week also saw LMC joining forces with the Carolyn Stewart's U105 Lunch radio programme. "This approach allowed us to communicate a very strong lamb-related message to consumers of all ages," said Lauren.

Good Honest Food presenter and local chef James Devine spoke with Carolyn live on U105 lunch to inform consumers about the versatility of NIFQA lamb, its amazing flavour profile and to explain to consumers why it is a sustainably produced product.

"Underpinning the entire Love Lamb Week campaign were our latest lamb infographics and recipes, in tandem with the roll out of the latest visuals from LMC's ongoing Good Honest Food campaign.

A key objective for Love Lamb Week 2021 was that of communicating a strong message to younger people. "All the signs are that we have achieved this. The fact is that lamb can be cooked in so many ways, thereby offering consumers a range of taste options," said Lauren.

"It is also a very versatile meat which, again, makes lamb suitable for a range of different events and occasions. Many of the recipes featured as part of Love Lamb Week have been developed by James Devine, to give consumers a restaurant worthy meal option, that can be done

easily at home."

The LMC representative concluded: "The initial results reflecting the impact by Love Lamb Week 2021 with consumers across the board are very encouraging. Obviously, we want to build on all of this for the future. There has been huge engagement from consumers across our new recipe assets and factual infographics. These provide us with great direction for the development of the Good Honest Food campaign."

Love Lamb Week also acts as a reminder to sheep farmers that the Commission remains fully committed to reflecting their interests within a fast-changing marketplace.

Local flock owners produce some of the best lamb in the world. Specifically, Love Lamb Week provides LMC with unique opportunity to highlight the unique role played by the sheep industry within the Northern Ireland economy and society as a whole.

Underpinning all of this are the traceability, welfare and other production guarantees that are enshrined within the Northern Ireland Beef and Lamb Farm Quality Assurance Scheme.

FQAS Helpline

If you have had a recent inspection and need help and advice to rectify any non-conformances, contact the FQAS helpline:
Tel: 028 9263 3024

Answerphone Service

Factory base quotes & Mart results
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Tel: 028 9263 3011

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Free weekly base quotes sent to your mobile phone
Email: bulletin@lmcni.com
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WEEKLY BEEF & LAMB MARKETS



CATTLE TRADE

NI FACTORY BASE QUOTES FOR CATTLE

(P/KG DW)	This Week 06/09/21	Next Week 13/09/21
Prime		
U-3	384 - 394p	384 - 394p
R-3	378 - 388p	378 - 388p
O+3	372 - 382p	372 - 382p
P+3	318 - 332p	318 - 332p
	Including bonus where applicable	
Cows		
O+3	280 - 300p	280 - 300p

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 for the major NI processing plants for in spec U-3 grade prime cattle remained steady this week ranging from 384-394p/kg. Quotes for good quality O+3 cows ranged from 280-300p/kg, with the majority of plants quoting at the upper end of this scale. This week last year the major processors were quoting 260-270p/kg for good quality O+3 grade cows. Similar base quotes are expected for all types of cattle early next week.

Prime cattle throughput last week totalled 6,498 head, a decrease of 290 head on the previous week when 6,788 head were processed locally. Meanwhile cow throughput in NI last week totalled 1,813, a decrease of 503 head from the previous week. This is similar throughput when compared to the corresponding week in 2020, when 1823 head were processed locally.

Imports for ROI for direct slaughter in local plants this week consisted of 221 prime cattle and 171 cows with no cattle imported from GB for direct slaughter locally. Meanwhile exports of cattle out of NI for direct slaughter continued to run at low levels with 4 prime cattle and 26 cows exported to ROI with no cattle exported to GB for direct slaughter

The deadweight cattle trade in NI reported a mixed performance last week. The average steer price was up 1.4p/kg to 392.5p/kg. The R3 steer price increased marginally to 402.4p/kg, up 1p/kg from the previous week. The average heifer price in NI last week was up 4.1p/kg from the previous week to 396.5p/kg, with the R3 heifer price up 2.2p/kg to 403.4p/kg. The average young bull price was down 0.1p/kg to 379.6p/kg with the R3 steer price down 1p/kg to 391.5p/kg. Meanwhile the NI cow trade improved across the majority of grades compared to the previous week. The average cow price was up 0.9p/kg to 284.6p/kg with the O3 cow price up 0.6p/kg to 315.1p/kg.

The GB deadweight trade for prime cattle also reported a mixed performance last week. The average steer price in GB was 411.8p/kg, up 0.7p/kg from the previous week, with the R3 steer price up 0.4p/kg to 417.8p/kg. This brings the differential in the R3 steer price between NI and GB to 15.4p/kg. The average heifer price in GB last week was up 0.3p/kg to 410.4p/kg, while the R3 heifer price was up 0.6p/kg to 417.8p/kg. This puts the GB R3 heifer price 14.4p/kg higher than the equivalent price in NI last week. The average cow price in GB was back 1.3p/kg to 289.6p/kg last week with the O3 cow price back 2.3p/kg to 315.6p/kg.

Last week the ROI deadweight cattle trade strengthened with an increase in the price paid for all cattle trades. The R3 steer price was up 1p/kg to 359.1p/kg bringing the R3 steer price differential between NI and ROI to 43.3p/kg. The R3 heifer price was up 1.2p/kg to 362.4p/kg which takes the R3 heifer price differential between NI and ROI to 41p/kg. The O3 cow price in ROI increased to 302.7p/kg, up 3.5p/kg from the previous week.

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

W/E 04/09/21	Northern Ireland	Rep of Ireland	Scotland	Northern England	Midlands & Wales	Southern England	GB
Steers	U3	402.7	368.8	421.4	423.4	423.6	423.2
	R3	402.4	359.1	422.9	418.6	414.4	417.8
	R4	399.8	359.5	423.3	421.7	413.3	420.9
	O3	391.8	345.7	409.4	406.4	397.5	401.0
AVG	392.5	-	419.5	413.4	405.8	404.8	411.8
Heifers	U3	404.5	373.2	430.5	423.6	427.5	427.1
	R3	403.4	362.4	424.5	417.5	415.9	417.8
	R4	401.2	362.0	423.5	419.9	418.2	420.6
	O3	394.8	352.4	408.6	399.8	391.7	395.7
AVG	396.5	-	421.0	410.9	405.1	401.6	410.4
Young Bulls	U3	393.2	354.9	411.7	420.9	417.6	415.2
	R3	391.5	345.8	410.3	403.9	410.7	409.1
	O3	376.8	330.9	393.5	373.1	383.3	380.9
	AVG	379.6	-	409.1	386.4	401.0	396.0
Prime Cattle Price Reported	5366	-	6293	5698	6188	3646	21825
Cows	O3	315.1	302.7	325.0	313.5	313.4	315.3
	O4	318.2	302.1	328.8	317.7	309.0	313.7
	P2	273.4	272.8	284.2	267.6	271.2	280.8
	P3	295.8	292.0	304.2	287.4	289.2	296.5
AVG	284.6	-	319.8	293.2	282.2	282.9	289.6

Notes: (i) Prices are p/kg Sterling-ROI prices converted at 1 euro=85.84p 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

REPORTED NI CATTLE PRICES - P/KG

W/E 04/09/21	Steers	Heifers	Young Bulls
U3	403.0	406.0	398.4
R3	398.9	402.2	394.0
O+3	392.3	392.3	381.0

*Prices exclude AA, HER and Organic cattle

REPORTED COW PRICES NI - P/KG

W/E 04/09/21	Weight Bands			
	<220kg	220-250kg	250-280kg	>280kg
P1	207.9	219.3	233.9	236.8
P2	231.6	256.6	271.9	283.7
P3	258.7	278.5	292.9	297.6
O3	260.0	304.5	308.9	316.1
O4	254.0	306.4	316.3	318.9
R3	-	-	345.0	331.6

LATEST LIVEWEIGHT CATTLE MART PRICES NI

W/E 04/09/21	1st QUALITY			2nd QUALITY		
	From	To	Avg	From	To	Avg
Finished Cattle (p/kg)						
Steers	240	264	254	205	239	222
Friesians	174	189	181	144	172	162
Heifers	226	259	243	200	225	212
Beef Cows	180	241	194	140	179	160
Dairy Cows	128	154	136	105	127	116
Store Cattle (p/kg)						
Bullocks up to 400kg	250	288	270	210	249	225
Bullocks 400kg - 500kg	235	288	250	200	234	215
Bullocks over 500kg	225	250	232	180	224	202
Heifers up to 450kg	215	253	235	190	214	202
Heifers over 450kg	215	230	225	180	214	198
Dropped Calves (£/head)						
Continental Bulls	400	580	460	275	395	340
Continental Heifers	350	490	380	225	345	285
Friesian Bulls	145	245	190	60	140	100
Holstein Bulls	125	220	170	20	120	70

SHEEP TRADE

NI SHEEP BASE QUOTES

(P/Kg DW)	This Week 06/09/21	Next Week 13/09/21
R3 Lambs up to 21kg	490p/kg	485-490p/kg

REPORTED SHEEP PRICES

(P/KG)	W/E 21/08/21	W/E 28/08/21	W/E 04/09/21
NI L/W Lambs	450.3	454.3	449.1
NI D/W Lambs	474.7	480.8	481.2
GB D/W Lambs	530.6	530.5	529.1
ROI D/W	512.4	522.9	528.1

Deadweight Sheep Trade

Base quotes for R3 grading lambs remained steady this week at 490p/kg up to 21kg. Quotes for Monday are expected to range from 485-490p/kg. Throughput of lambs this week totalled 9,839 a decrease of 1,426 when compared to the previous week when 11,265 lambs were processed locally. A further 7,162 lambs were exported from NI to ROI for direct slaughter, up 929 head when compared to the previous week. In the same week last year 8,365 were exported to ROI for direct slaughter. The average NI deadweight lamb price was up 0.4p/kg from the previous week to 481.2p/kg. Meanwhile the deadweight lamb price in ROI was up 5.2p/kg to the equivalent of 528.1p/kg.

Liveweight Sheep Trade

Good numbers of lambs continue to pass through the local sale rings this week. In Omagh on Saturday, 1050 lambs sold from 469- 579p/kg compared to 988 lambs the previous week selling from 459-562p/kg. In Kilrea on Monday 900 lambs sold from 432-468p/kg compared to 750 lambs last week selling from 448-466p/kg. This week in Saintfield 722 lambs sold from 420-488p/kg compared to 688 sold from 440-500p/kg. On Wednesday in Enniskillen, 1062 lambs sold from 438-530p/kg compared to 725 lambs sold the previous week from 442-490p/kg. The ewe trade remained firm this week with the marts reporting top prices ranging from £117-£179.

LATEST SHEEP MARTS (P/KG LW)

From: 04/09/21		Lambs			
To: 09/09/21		No	From	To	Avg
Saturday	Omagh	1050	469	579	-
	Swatragh	1850	435	562	-
Monday	Kilrea	900	432	468	-
	Massereene	837	430	465	-
Tuesday	Saintfield	722	420	488	-
	Rathfriland	872	434	520	450
Wednesday	Ballymena	2553	410	468	433
	Enniskillen	1062	438	530	-
	Armoyle	564	418	478	-
	Markethill	1450	430	455	-

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