

MEAT PLAYS A CRITICAL ROLE IN THE NATIONAL DIET

The inaugural 'City Meat Lecture' hosted by the Worshipful Company of Butchers, was addressed by Professor Frederic Leroy from the Vrije University in Brussels. The noted Belgian academic, who is an international authority on food and animal science, addressed the topic: the rightful place of meat in the national diet.

LMC chief executive Ian Stevenson attended the event at Butchers Hall in London, which attracted an audience of around 150 people - representing all the sectors making up the UK meat industry. Professor Leroy is one of the world's leading experts in determining the nutritional role of meat within a balanced diet, the impact of meat production systems on the environment and the role meat plays across society in contributing to our overall way of life.

He is in great demand as a speaker at conferences and public events across Europe and further afield. Significantly, he undertakes all of these engagements on a pro-bono basis. "It is highly significant that Professor Leroy is not seen as being in the pocket of the meat industry," stressed Ian Stevenson. "The research that he undertakes is totally independent in nature. His authority to comment on meat-related matters is further bolstered by the fact that he will not accept any form of professional fee when speaking at a conference or public event." According to Ian, the Belgian academic made three basic assertions courtesy of his address to the London conference. The first relates to the

critically important nutritional role played by meat in the context of a balanced diet.

Ian further explained: "The point was made by Professor Leroy that meat is a healthy food and contains essential dietary nutrients that cannot easily be found in other food sources. "A recent survey confirmed that 40% of teenage Australian girls are iron deficient. This situation has largely been attributed to the fact that many teenage girls have reduced the amount of meat in their diet and were unable to secure the Iron they needed from other sources.

"Red meat, in particular, is an extremely important source of iron in all our diets." Ian particularly noted the references made by Professor Leroy to the numerous public assertions made by 'so called' experts regarding the perceived negative impact of meat in the diet on public health without providing the supportive research data. He emphasised the point that within wholesome diets, there is no good evidence for harm through inclusion of meat in the diet. He added: "This is an issue that Professor Leroy wants to take up with professionals and policy makers at the highest level. And he is absolutely right: scientific claims must be backed up with objective evidence and transparency of research data."

Where the environment is concerned, Professor Leroy stated that all food production systems impact on the environment. "He also admitted

that meat production systems can and must be amended in light of best practice, where the issue of climate change and the need to lower their carbon footprint are concerned," added the Commission's CEO. "But here again Professor Leroy pointed to the often unhelpful role of politicians and other opinion formers in preventing the meat industry from following the best scientific advice that is available. Professor Leroy suggested that interventions are needed to improve the food system but if they are not based on the best of science technocratic interference will simply lead to damage. "And LMC fully supports this perspective. Decisions taken by all the meat sectors to drive down their carbon footprints during the period ahead must be based on the independent science and the relevant technologies that are available.

"And, of course, these are evolving matters with the prevailing science and the associated technologies changing as more and more research results become available." The third theme touched upon by Professor Leroy related to the role played by the meat industry at the very heart of society. Specific reference was made to the jobs created and livelihoods supported by the sector and the specific skill sets required by those working within it.

"But he also highlighted the critically important role played by meat at the very heart of those activities that define society today," stressed Ian Stevenson "Many people enjoy eating meat. It is

also common place for meat to be the centre piece of meals that characterise so many family and public occasions. "He concluded by confirming that meat really is a critical component of the national diet with multiple and robust strengths to meat that are superior to its limitations. And this assertion must be given total credence give the nature and breadth of his research work and the fact that he is a totally independent commentator."

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NEW BEEF AND LAMB RECIPE BOOK SET TO STRIKE A CHORD WITH LOCAL CONSUMERS

The last 18 months stand out as one of the busiest, challenging but perhaps most satisfying periods on record for everyone working and involved with the Livestock and Meat Commission (LMC). The Covid-19 lockdown brought with it a more than a significant re-engagement with locally produced food on the part of consumers right across Northern Ireland. Home produced, farm quality assured beef and lamb benefitted accordingly from these more than welcome trends.

Allied to all of this was the decision by Commission staff to use social media as a means of really connecting with consumers in a meaningful way. The results generated by this approach more than vindicate the decision to go down this road in the first place. Recent advertising campaigns have all verified the exceptionally high level of consumer awareness for Northern Ireland Farm Quality Assured beef and lamb: that figure currently stands at 80%.

Meanwhile, the work in schools, courtesy of the ongoing cookery demonstrations, continues apace. Bookings for the 2021/22 academic year are already 'maxed out' with teachers confirming the multiple benefits the demonstrations deliver from an educational point of view.

Image 2: Front cover of new Beef and Lamb NI Recipe book featuring local chef James Devine



All of the beef and lamb promotional activity currently undertaken by LMC is underpinned by the 'Good Honest Food' theme. And the work continues apace. The recent launch of the LMC's latest beef and lamb recipe book further strengthens the link between the unique

nutritional benefits that red meat can deliver in the context of a balanced diet and Northern Ireland's Farm Quality Assurance Scheme. So, in a very tangible way, the new booklet is highlighting the fact that farmers across Northern Ireland are producing beef and lamb in a totally sustainable manner.

Entitled, 'Beef and Lamb NI: Good Honest Food', the publication features a range of brand new recipes that have been specifically developed to stimulate the taste buds of all groups. All have been developed in partnership with local chef James Devine who is the ambassador of LMC's current campaign.

LMC chief executive Ian Stevenson commented: "The booklet works at a number of levels. In the first instance it references the significance of the farm quality assurance scheme and the labelling procedures that must be followed, where all beef and lamb products are concerned.

"Moreover, nutritional information is provided regarding the critically important role that beef and lamb play in a healthy diet." He added: "The publication also contains lots of advice on how to best prepare and cook both beef and lamb." And then there are the recipes. The booklet features a

total of ten brand new mouth-watering and simple to cook beef and lamb recipes, all designed to maximise the eating quality and enjoyment obtained from the consumption of farm quality assured beef and lamb products.

Ian Stevenson again: "At the end of the day, beef and lamb are produced to be enjoyed at the table. "Northern Ireland has a tremendous heritage in producing red meat of high quality and provenance. All of this is reflected in the new recipe book." He continued: "Our plan is to feature the new recipes courtesy of our school cookery demonstrations and promotional activities over the coming months.

Ian concluded: "The new recipe booklet is a further example of the work LMC is carrying out on behalf of our farmer and processor levy payers in communicating the tremendously positive story that is associated with Northern Ireland Farm Quality Assured beef and lamb."

Free copies of the new recipe booklet are now available on request.
To get your copy, please contact LMC by email at:
info@lmcni.com

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WEEKLY BEEF & LAMB MARKETS



CATTLE TRADE

NI FACTORY BASE QUOTES FOR CATTLE

(P/KG DW)	This Week 22/11/21	Next Week 29/11/21
Prime		
U-3	386 - 394p	386 - 394p
R-3	380 - 388p	380 - 388p
O+3	374 - 382p	374 - 382p
P+3	320 - 332p	320 - 332p
	Including bonus where applicable	
Cows		
O+3	260 - 290p	260 - 290p

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 processors remained steady this week ranging from 386-394p/kg for in spec U-3 grade prime cattle. Quotes for O+3 grade cows continue to range from 260-290p/kg, with the majority of plants quoting 290p/kg. With such a range in quotes, producers are encouraged to shop around and use these quotes as a starting point for negotiation.

Prime cattle throughput in local plants last week totalled 7,420 head last week, up 96 head from the previous week. Throughput of prime cattle has totalled 307,730 head for 2021 to date, a decrease of 824 head on the corresponding period in 2020 when 308,554 prime cattle were processed locally. Cow throughput in local plants last week totalled 2,881 head, up 46 head from the previous week.

Imports of prime cattle from ROI for direct slaughter in NI plants last week totalled 337 head with 158 cows also imported. There were no cattle imported from GB for direct slaughter last week. Meanwhile cattle exports from NI for slaughter in ROI plants consisted of 44 cows, with a further 21 prime cattle and 13 cows exported from NI to GB for direct slaughter.

Deadweight prime cattle prices in NI last week were generally back from the previous week. The average steer price decreased by 0.8p/kg to 391.8p/kg while the R3 steer price decreased by 0.5p/kg to 402.7p/kg. In the same week in 2020, the R3 steer price was 374.3p/kg, 28.4p/kg behind current levels. The average heifer price in NI last week increased by 2p/kg to 397.1p/kg while the R3 heifer price increased by 1.5p/kg to 405.2p/kg. The average young bull price in NI last week recorded a decrease of 1.8p/kg to 377.6p/kg while the R3 young bull price decreased by 2p/kg to 387.5p/kg. Meanwhile the NI cow trade reported a mixed performance last week with the average cow price up 2.7p/kg to 271.5p/kg. This is just over 28p/kg higher than the 242.9p/kg reported in the same week last year. The O3 cow price in NI last week was back 0.4p/kg to 301.2p/kg.

The average steer price in GB last week increased by 0.6p/kg to 413.5p/kg while the R3 steer price increased by 2.1p/kg to 421.5p/kg. This brings the differential between the GB and NI R3 steer price to 18.8p/kg. The average heifer price in GB last week was up 0.7p/kg to 411.6p/kg while the R3 heifer price was up 1.5p/kg to 421.6p/kg. The GB cow trade remained under pressure last week with prices back across all grades. The average GB cow price was back 0.1p/kg to 257.6p/kg while the O3 cow price was back 0.4p/kg to 284.1p/kg.

In ROI last week deadweight cattle prices came under pressure with prices back across all grades from the previous week. The R3 steer price decreased by 3.9p/kg to the equivalent of 353.2p/kg with the R3 heifer price back 4.5p/kg to 358.3p/kg. The R3 young bull price was back 3.7p/kg to the equivalent of 340.3p/kg. Meanwhile the O3 cow price in ROI was back 5p/kg to 289.7p/kg, 11.5p/kg behind the O3 cow price in NI.

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

	W/E 20/11/21	Northern Ireland	Rep of Ireland	Scotland	Northern England	Midlands & Wales	Southern England	GB
Steers	U3	403.2	361.4	422.9	426.5	427.6	425.5	425.4
	R3	402.7	353.2	421.9	424.8	420.5	418.3	421.5
	R4	401.2	353.6	422.6	426.9	420.6	421.5	423.5
	O3	392.2	340.4	406.6	405.2	397.2	398.4	400.7
	AVG	391.8	-	419.3	417.7	409.9	405.2	413.5
Heifers	U3	408.6	368.0	426.9	430.5	434.3	426.6	430.0
	R3	405.2	358.3	424.3	422.9	421.7	417.0	421.6
	R4	403.0	359.0	423.8	423.9	422.7	418.3	423.1
	O3	395.4	350.2	403.3	400.4	394.8	393.3	396.7
	AVG	397.1	-	420.3	414.6	406.1	401.4	411.6
Young Bulls	U3	395.5	347.3	416.6	402.3	420.3	423.5	416.5
	R3	387.5	340.3	413.0	401.5	417.1	420.0	411.7
	O3	371.7	330.4	385.5	384.9	391.9	382.4	388.3
	AVG	377.6	-	402.9	388.8	401.7	385.6	398.3
	Prime Cattle Price Reported	5996	-	6629	6822	7132	4594	25177
Cows	O3	301.2	289.7	281.5	286.1	284.3	282.6	284.1
	O4	303.4	290.1	285.7	288.8	283.4	281.9	285.0
	P2	260.2	255.5	235.4	242.7	247.4	244.5	245.5
	P3	280.1	277.6	253.3	261.5	263.3	251.6	258.7
	AVG	271.5	-	275.1	267.0	253.7	250.0	257.6

Notes: (i) Prices are p/kg Sterling-ROI prices converted at 1 euro=84.37p 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 20/11/21	1st QUALITY			2nd QUALITY		
	From	To	Avg	From	To	Avg
Finished Cattle (p/kg)						
Steers	240	271	250	205	239	220
Friesians	177	198	187	140	174	160
Heifers	220	253	230	180	219	200
Beef Cows	170	212	182	135	169	150
Dairy Cows	122	163	130	85	121	105
Store Cattle (p/kg)						
Bullocks up to 400kg	230	267	250	185	229	210
Bullocks 400kg - 500kg	222	266	240	180	221	200
Bullocks over 500kg	214	253	232	175	211	198
Heifers up to 450kg	222	252	235	180	218	200
Heifers over 450kg	213	253	228	175	212	195
Dropped Calves (£/head)						
Continental Bulls	375	510	420	250	370	310
Continental Heifers	325	545	380	200	320	260
Friesian Bulls	130	240	170	40	125	85
Holstein Bulls	100	150	125	5	95	50

REPORTED NI CATTLE PRICES - P/KG

W/E 20/11/21	Steers	Heifers	Young Bulls
U3	403.1	409.0	395.1
R3	399.6	403.4	390.2
O+3	391.0	394.3	377.6

*Prices exclude AA, HER and Organic cattle

REPORTED COW PRICES NI - P/KG

W/E 20/11/21	Weight Bands			
	<220kg	220-250kg	250-280kg	>280kg
P1	196.9	211.3	217.0	229.4
P2	219.6	240.7	256.5	273.8
P3	220.3	260.7	276.8	283.5
O3	-	283.2	295.1	301.6
O4	-	258.0	295.1	303.9
R3	-	-	-	321.9

SHEEP TRADE

NI SHEEP BASE QUOTES

(P/Kg DW)	This Week 22/11/21	Next Week 29/11/21
R3 Lambs up to 22kg	565-570p/kg	555-570p/kg

REPORTED SHEEP PRICES

(P/KG)	W/E 06/11/21	W/E 13/11/21	W/E 20/11/21
NI L/W Lambs	499.2	527.7	534.9
NI D/W Lambs	517.4	549.6	565.2
GB D/W Lambs	556.5	597.4	600.1
ROI D/W	556.6	585.2	598.6

Deadweight Sheep Trade

Quotes from local processors for R3 grade lambs remained firm this week ranging from 565-570p/kg up to 22kg. Quotes of 555-570p/kg are expected early next week. There were 7,956 lambs processed in local plants last week, a decrease of 617 head from the previous week. In the corresponding week in 2020, 9434 lambs were processed locally. Lamb exports to ROI for direct slaughter last week totalled 7,916 head, up 527 head from the previous week. The deadweight lamb price in NI last week increased by 15.6p/kg to 565.2p/kg. The average deadweight lamb price in ROI last week was the equivalent of 598.6p/kg, up 13.4p/kg from the previous week.

Liveweight Sheep Trade

In Omagh on Saturday 872 lambs sold from 523-573p/kg compared to 1112 lambs sold from 539-569p/kg the previous week. On Monday in Masereene 510 lambs sold from 500-541p/kg compared to 802 lambs sold from 500-555p/kg the previous week. In Rathfriland on Tuesday 612 lambs sold from 490-590p/kg (avg 520p/kg) compared to 415 lambs sold from 530-662p/kg (avg 542p/kg) last week. In Ballymena this week a strong entry of 2211 lambs sold from 500-573p/kg (avg 516p/kg) compared to 2120 lambs sold from 520-573p/kg (avg 528p/kg) the previous week. Top reported prices for culled ewes ranged from £130-£223 across the marts this week.

LATEST SHEEP MARTS (P/KG LW)

From: 20/11/21		Lambs			
To: 25/11/21		No	From	To	Avg
Saturday	Omagh	872	523	573	-
	Swatragh	1175	526	607	-
Monday	Kilrea	820	538	584	-
	Massereene	510	500	541	-
Tuesday	Saintfield	675	498	561	-
	Rathfriland	612	490	590	520
Wednesday	Ballymena	2211	500	573	516
	Enniskillen	842	485	570	-
	Armoy	484	500	565	-
	Markethill	1360	510	538	-

Information supplied by LMC / DAERA/ AHDB/ DAFM

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Contact us

T: 028 9263 3000
E: bulletin@lmcni.com
W: www.lmcni.com

