

INCREASE IN GB RETAIL LAMB SALES

In the 12 weeks ending 06 September 2020 total spend on lamb in GB retailers grew by almost 20 per cent from the same period in 2019 to £187.8 million. This is according to the latest available data from Kantar Worldpanel, an international company who deal in consumer knowledge and insights.

During the same period in 2020 volume sales of lamb through GB retailers increased by 12.9 per cent from 2019 levels, with volume growth recorded across almost all major lamb cut categories. While the increase in volume sales will have had a positive impact on the total spend on lamb in GB retailers during the 2020 period another contributing factor is the 5.6% increase in the average retail price from to £8.90/kg.

The increase in lamb sales in volume terms during the 2020 period will also be related to the increase in the number of people choosing to cook at home due to ongoing Covid-19 restrictions. In addition strong promotional activity by retailers and levy bodies, including LMC, will have been a key driver behind the increase in lamb sales. The impact of these promotional activities, in

particular, the Love Lamb Week campaign which ran from 01 to 07 September 2020, have encouraged an increase in lamb consumption in the home and resulted in increases in retail lamb sales.

The majority of lamb cuts performed better in both value and volume terms during the 12 weeks ending 06 September 2020 when compared to the same period in 2019 with sales of lamb chops, roasting joints and mince reporting the greatest improvement.

Image 1: The majority of lamb cuts have recorded increases in the value and volume of retail sales in GB during the 12 weeks ending 06 September 2020



Retail spend on lamb chops totalled £26.3 million during the 12 week period ending 06 September 2020 which amounted to a 27.9 per cent increase from the same period in 2019. In terms of volume sales, chops increased by 23.9 per cent from 2019 levels to total 2,400 tonnes. This increase in volume sales was despite an increase in the average retail price by 3.2 per cent to £10.74/kg.

During the 12 week period week ending 06 September 2020 overall volume

sales of lamb shoulder and lamb leg roasting joints totalled 5,000 tonnes, up by 10.3 per cent from 2019 levels. While increases in volume sales were similar for both lamb shoulder and leg roasting joints the retail price of shoulder joints recorded a much stronger increase in terms of retail price.

The retail price of shoulder joints increased by 18.9 per cent the retail price of leg roasting joints increased by just 3.8 per cent. The increases in average retail prices and the increase in volume sales have contributed to an 18.5 per cent increase in the overall value of roasting joint sales through GB retailers during the 2020 period to £49.2 million.

Volume sales of lamb mince totalled 1,800 tonnes during the 12 week period ending 06 September 2020 which was up 33.7 per cent from 2019 levels. The average price of mince increased by two per cent to £7.56/kg which helped to further boost total spend in this category. Consumer spend on lamb mince in GB retailers totalled £13.7 million during the 2020 period which is up 36.3 per cent from the same period last year.

Retail sales of other lamb cut categories have also performed very well in the 12 weeks ending 06 September 2020 however the volumes involved are not as significant as the categories outlined above.

Sales of diced/cubed lamb are relatively small at just 900 tonnes during the 12 weeks ending 06 September 2020 however this category showed the largest percentage increase in volume terms of all lamb cuts, up almost 50 per cent from 2019 levels. This increase in volume sales alongside an 11.5 per cent increase in the average price to £9.81/kg resulted in a 63.9 per cent increase in retail spend to £9 million in the 12 weeks ending 06 September 2020.

Similarly, sous vide lamb volume sales for the same 12 week period in 2020 totalled 1000 tonnes which was a significant 25.6 per cent increase from the same period in 2019. This combined with a 4.2 per cent increase in the average retail price helped drive spend up by 31.1 per cent to a total of £10.1 million in the 12 weeks ending 06 September 2020.

BEEF CROSS CATTLE HITTING CARCASS WEIGHT SPECIFICATIONS

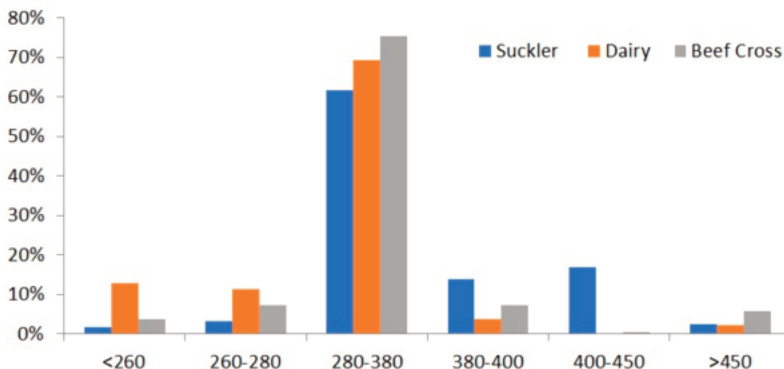
This week LMC participated in a Joint CAFRE/Teagasc Dairy Calf to Beef event which focused on 'Maximising Animal Performance'. A common theme running through all the presentations was producing animals that meet current market specifications to help maximise the value of the carcass and the return to the producer.

One of the biggest challenges for local beef producers is finishing cattle with carcasses within the desired 280-380kg weight range. Processors prefer to handle beef from carcasses within this

range as it meets the widest range of customer specifications and the beef produced is therefore easier to utilise in the market place.

During 2020 to date 59 per cent of price reported steers and heifers were sourced from the suckler herd. Analysis of price reporting data has indicated that 62 per cent of these animals produced carcasses between 280-380kg. A further 33 per cent produced carcasses over the 380kg weight limit with the remaining five per cent producing carcasses of less than 280kg.

Figure 1: Price reported steers and heifers during 2020 to date broken down by source and carcass weight range. Source: LMC cattle price reporting



During 2020 to date beef cross animals have accounted for 32 per cent of price reported steers and heifers with 75 per cent of these animals producing a carcass within the desired 280-380kg weight range. A further 14 per cent produced carcasses of over 380kg while 11 per cent produced carcasses of less than 280kg.

The remaining nine per cent of the price reported steer and heifer kill were dairy sired with 69 per cent of these animals producing carcasses between 280-380kg. A further six per cent of dairy sired carcasses were over 380kg while 24 per cent of dairy sired animals produced carcasses of less than 280kg.

As indicated in the figures above cattle sourced from the dairy herd, and in particular beef cross animals, largely meet the 280-380kg carcass weight specification. As the proportion of these animals in the kill continues to grow it is important that the beef industry works closely with the dairy industry to ensure that calves being produced by the dairy herd and intended for beef production are of the best possible quality.

NEW BEEF ADVERTISING CAMPAIGN LAUNCHED

LMC officially launched a new promotional campaign this week to highlight the positive story and credentials of Northern Ireland's world class sustainable beef. The campaign focuses on the nutritional and environmental credentials of Northern Ireland Farm Quality Assured beef and these messages are communicated using a range of exciting, innovative and engaging advertising materials.

The campaign is running for an initial eight week period during October and November 2020 and will run again for

Image 2: LMC launched its new 'Truth About Beef' advertising campaign this week. For more information: www.beefandlambni.com/love-ni-beef/



a second period from January to March 2021.

The campaign will appear on social media, television, digital, radio and outdoor media with a suite of informative materials and recipes on the www.beefandlambni.com website which is owned and managed by LMC.

Anyone who requires any further information about the advertising campaign should contact Lauren Hyde at LMC on 028 9263 3000 or via email at lhyde@lmcni.com.

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 Quotes & Mart Results
Updated 5pm Daily
Tel: 028 9263 3011

Text Service

Free weekly price quotes sent to your mobile phone
Email - bulletin@lmcni.com
Tel: 028 9263 3000

WEEKLY BEEF & LAMB MARKETS

CATTLE TRADE

NI FACTORY BASE QUOTES FOR CATTLE

(P/KG DW)	This Week 12/10/20	Next Week 19/10/20
Prime		
U-3	354 - 360p	354 - 360p
R-3	348 - 354p	348 - 354p
O+3	342 - 348p	342 - 348p
P+3	292 - 302p	292 - 302p
	Including bonus where applicable	
Cows		
O+3 & better	260 - 270p	260 - 280p
Steakers	140 - 170p	140 - 170p
Blues	120 - 130p	120 - 130p

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 plants for in spec U-3 grade prime cattle remained steady at 354-360p/kg this week with the majority of plants quoting at the upper end of this range for steers and heifers. In the same week last year the major processors were quoting 312-320p/kg for in spec U-3 grading steers and heifers. Quotes for good quality O+3 grade cows continued to range from 260-270p/kg across the plants with quotes for early next week expected to range from 260-280p/kg.

Prime cattle throughput in NI last week totalled 7,154 head up 130 head from the previous week however 543 head behind the 7,697 prime cattle processed in the same week in 2019. Cow throughput in NI last week increased by 70 head to total 2,455 head. This was back by 13 per cent from the 2,819 cows processed in local plants in the corresponding week last year.

Imports of prime cattle from ROI for direct slaughter in local plants last week totalled 382 head with a further two prime cattle imported from GB. Cow imports from ROI for direct slaughter last week totalled 214 head with a further 29 cows imported from GB. Exports from NI for direct slaughter in ROI last week consisted of 14 prime cattle and 104 cows with no cattle making the journey to GB for direct slaughter.

The average steer price reported in NI last week was 358.7p/kg, an increase of 1.5p/kg from the previous week. The R3 steer price increased by 0.6p/kg last week to 367p/kg. In the same week last year the R3 steer price in NI was 322.9p/kg. The average heifer price in NI last week increased slightly to 361.1p/kg with the R3 heifer price up by 0.7p/kg to 368.2p/kg. In the corresponding week in 2019 the R3 heifer price was 327.9p/kg. The average young bull price in NI last week reported a decrease of 2p/kg to 344.3p/kg with the R3 young bull price back by 1.5p/kg to 356.4p/kg. Meanwhile the average cow price in NI last week declined by 0.7p/kg to 246.3p/kg while the O3 cow price increased by 1.7p/kg to 277.3p/kg.

The average steer price in GB last week was back marginally to 368.3p/kg while the R3 steer price held steady from the previous week at 374.9p/kg. Last week the differential in R3 steer prices between NI and the GB average narrowed to just under 8p/kg or £28 on a 350kg carcass. The average heifer price in GB last week was up by 0.4p/kg to 368.4p/kg while the R3 heifer price was back by 0.7p/kg to 373.6p/kg. The differential in R3 heifer prices last week between NI and the GB average narrowed to 5.4p/kg or £17 on a 320kg carcass. Meanwhile the average cow price in GB was up by just under 2p/kg to 241.9p/kg with the O3 cow price back by 0.6p/kg to 269p/kg, 8.3p/kg below the equivalent price in NI last week.

In ROI last week the R3 steer price increased by the equivalent of 0.7p/kg to 331.7p/kg. This places the R3 steer price in ROI 35.3p/kg below the equivalent price in NI. The R3 heifer price was up 1.3p/kg to the equivalent of 334.9p/kg which puts it 33.3p/kg below the corresponding price in NI. The O3 cow price in ROI last week recorded an increase of 1.5p/kg to the equivalent of 271.4p/kg just under 6p/kg below the same price in NI.

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

	W/E 10/10/20	Northern Ireland	Rep of Ireland	Scotland	Northern England	Midlands & Wales	Southern England	GB
Steers	U3	368.6	341.4	388.6	376.9	377.3	374.7	380.5
	R3	367.0	331.7	387.0	374.7	371.4	369.4	374.9
	R4	365.1	331.2	387.8	382.2	371.8	368.6	381.6
	O3	357.8	313.1	371.3	355.5	349.6	349.8	353.1
	AVG	358.7	-	384.0	369.1	361.4	358.0	368.3
Heifers	U3	373.0	345.3	393.7	381.2	381.5	377.1	384.8
	R3	368.2	334.9	384.7	373.7	371.9	366.6	373.6
	R4	366.1	334.0	386.3	377.6	373.0	368.8	379.7
	O3	361.1	322.7	365.9	360.4	348.7	351.3	353.2
	AVG	361.1	-	383.9	369.8	360.6	355.7	368.4
Young Bulls	U3	360.7	326.1	378.8	369.2	368.5	357.3	372.2
	R3	356.4	319.0	373.5	369.5	367.2	367.3	369.6
	O3	342.3	300.9	341.6	316.2	339.0	336.1	335.0
	AVG	344.3	-	354.1	350.5	352.5	352.1	352.5
Prime Cattle Price Reported	5,755	-	6,661	6,484	7,777	4,801	25,723	
Cows	O3	277.3	271.4	272.5	266.6	269.7	268.6	269.0
	O4	280.2	271.3	274.9	266.7	267.9	263.5	267.8
	P2	237.4	238.7	232.8	224.1	232.1	232.4	231.0
	P3	257.2	260.3	244.5	241.7	242.8	244.5	243.1
	AVG	246.3	-	266.2	246.9	238.2	231.6	241.9

Notes: (i) Prices are p/kg Sterling-ROI prices converted at 1 euro=91.10p 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 10/10/20	Steers	Heifers	Young Bulls
U3	368.6	373.3	361.6
R3	364.4	366.9	355.4
O+3	356.8	360.3	348.3

*Prices exclude AA, HER and Organic cattle

REPORTED COW PRICES NI - P/KG

W/E 10/10/20	Weight Bands			
	<220kg	220-250kg	250-280kg	>280kg
P1	166.4	181.5	192.7	204.6
P2	185.4	213.9	233.0	247.5
P3	210.0	233.2	254.6	258.9
O3	235.1	258.4	269.2	278.5
O4	-	-	295.0	280.0
R3	-	-	278.0	293.9

LATEST LIVEWEIGHT CATTLE MART PRICES NI

	W/E 10/10/20	1st QUALITY			2nd QUALITY		
		From	To	Avg	From	To	Avg
Finished Cattle (p/kg)							
Steers		223	248	229	200	222	215
Friesians		155	182	165	121	152	140
Heifers		215	242	225	195	214	204
Beef Cows		162	200	168	128	160	143
Dairy Cows		111	147	120	90	110	105
Store Cattle (p/kg)							
Bullocks up to 400kg		220	250	235	200	219	210
Bullocks 400kg - 500kg		220	246	230	190	219	205
Bullocks over 500kg		225	242	230	185	224	200
Heifers up to 450kg		220	240	230	180	219	200
Heifers over 450kg		200	229	215	170	199	185
Dropped Calves (£/head)							
Continental Bulls		370	485	435	240	365	300
Continental Heifers		300	390	350	200	295	250
Friesian Bulls		120	180	145	50	100	75
Holstein Bulls		90	160	125	2	85	40

SHEEP TRADE

NI SHEEP BASE QUOTES

(P/Kg DW)	This Week 12/10/20	Next Week 19/10/20
Lambs up to 21kg	430-435p	440p

REPORTED SHEEP PRICES

(P/KG)	W/E 26/09/20	W/E 03/10/20	W/E 10/10/20
NI L/W Lambs	395.0	398.5	395.4
NI D/W Lambs	428.7	425.4	422.4
GB D/W Lambs	462.9	450.7	435.6
ROI D/W	450.6	444.0	443.9

Deadweight Sheep Trade

Quotes from the plants for R3 grading lambs held steady at 430-435p/kg up to 21kg this week with quotes in the region of 440p/kg expected for early next week. Throughput last week of lambs totalled 10,960 head, an increase of almost 800 head from the previous week. In the same week last year 8,672 lambs were processed in local plants. Exports of lambs to ROI for direct slaughter last week totalled 6,901 head, an increase of 494 lambs from the previous week. The average deadweight lamb price in NI last week was 422.4p/kg, back 3p/kg from the previous week. In the same week last year the deadweight lamb price in NI was 343.1p/kg. Meanwhile in ROI last week the average deadweight lamb price was the equivalent of 443.9p/kg, a similar price to the previous week.

Liveweight Sheep Trade

This week the marts have reported a slightly firmer liveweight trade from last week with steady numbers of lambs continuing to pass through the sale rings. In Omagh last Saturday 979 lambs sold from 426-497p/kg compared to 886 lambs the previous week selling from 421-485p/kg. In Massereene on Monday 832 lambs sold from 390-415p/kg compared to 806 lambs last week selling from 390-410p/kg. This week in Saintfield 502 lambs sold from 390-471p/kg compared to 420 lambs last week selling from 390-508p/kg. On Wednesday in Ballymena a large entry of 2,558 fat lambs sold to an average of 398p/kg an improvement on last week when 2,240 lambs sold to an average of 390p/kg. Top reported prices for cull ewes ranged from £94-£160 across the marts this week.

LATEST SHEEP MARTS (P/KG LW)

From: 09/10/20		Lambs			
To: 15/10/20		No	From	To	Avg
Saturday	Omagh	979	426	497	-
	Swatragh	1200	385	428	-
Monday	Massereene	832	390	415	-
	Kilrea	500	391	442	-
Tuesday	Saintfield	502	390	471	-
	Rathfriland	676	386	500	413
Wednesday	Ballymena	2558	385	431	398
	Enniskillen	769	400	423	-
	Armoyle	474	375	418	-
	Markethill	1150	390	429	-

Strict Covid - 19 restrictions are in place across all of the livestock marts

Information supplied by LMC / DAERA/ AHDB/ DAFM

LMC does not guarantee the accuracy or completeness of any third party information provided in or included with this publication.

LMC hereby disclaims any responsibility for error, omission or inaccuracy in the information, misinterpretation or any other loss, disappointment, negligence or damage caused by reliance on third party information.

Not for further publication or distribution without prior permission from LMC

Contact us

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

