

EBLEX QUALITY STANDARD LAMB PROMOTIONAL UPDATE



Background

The current Foot and Mouth outbreak has serious implications for the livestock industry, especially for the sheep sector where 30% of lamb ends up on the export market. As all livestock exports are suspended again for the immediate short term, EBLEX has stepped up to the challenge with a fresh burst of autumn lamb promotional activity which has two main aims:

- To further encourage consumers to actively seek out and buy Quality Standard lamb
- And, by increasing demand, help to reduce the likely surplus of product on the domestic market

The campaign strategy is threefold:

- A focus on the benefits of Quality Standard lamb as a quick, easy and enjoyable meat for any meal occasion
- In the current Foot and Mouth crisis to increase awareness of the importance of the part sheep and beef farming plays in the wider rural community
- To build on the current high profile consumer-facing Quality Standard Mark campaign¹

CURRENT CONSUMER-FACING QUALITY STANDARD MARK PROMOTIONAL ACTIVITY

- A September TV advertisement campaign across ITV, Channel 4, Channel 5 and selected satellite channels (where the focus is on food programmes)
- A comprehensive press advertising campaign through 19 national publications using a brand new “Lamby” advertisement.
- High profile PR campaign featuring BBC2’s Urban Chef Oliver Rowe, which will see 3 million copies of his brand new Quality Standard Autumn Lamb recipe booklet distributed to consumers. This is being backed up with a series of radio interviews.
- Distribution of Quality Standard Lamb recipes to well known national and regional food writers, alongside a programme of radio competitions
- Quality Standard Lamb poster sites appearing outside major supermarkets during late September
- Work with Regional Development Agencies to further extend the current lamb promotional programme

¹ The latest independent figures showed 71% of the Quality Standard Mark’s target audience of housewives with children were aware of the TV adverts

- An in-store promotion offering consumers the opportunity to win a holiday in a English Cottage distributed to all 1,800 butchers and farm shops in the Quality Standard Mark Scheme
- 'On pack promotions' with supermarket members of the Quality Standard Mark Scheme. These promotions include an offer of a free copy of EBLEX's 'Guide to Lamb'
- The use of new media in QSM supermarket stores to communicate Quality Standard Mark lamb messages in the aisles of participating QSM supermarket members

EBLEX INVESTMENT IN QUALITY STANDARD LAMB PROMOTION

In April this year, the EBLEX Board agreed to invest in an extended lamb promotion campaign. This decision was based on the state of the market in the wake of high levels of lamb imports during the first quarter of the year, and the expectation that the main lamb crop would be early into the market.

This summer, the EBLEX investment has helped deliver:

- A July 'Alfresco Lamb' campaign for the pubs, clubs and restaurant members of the Quality Standard Scheme membership
- A lamb BBQ kit to all members of the Quality Standard Scheme in July
- A burst of consumer advertising in mid August in the wake of the first Foot and Mouth outbreak. This saw Beefy and Lamby adverts run in 19 regional newspapers
- A Quality Standard micro website on the Observer Food Magazine site, with a 10 min film featuring Clare Parnell, a West Country sheep farmer
- A series of Quality Standard Mark local radio interviews with chef Oliver Rowe which reached a potential audience of over 4.1 million
- The 1000 m square "Sheep on a Hill" promotion which appeared on two field sites next to the M62 and the M3. This helped highlight the problems faced by farmers in the Foot and Mouth outbreak and received widespread TV and local media coverage.

For the latest information on the EBLEX Quality Standard Mark, go to www.eblex.org.uk/gsm or visit our website www.beefyandlamby.co.uk

