

# NI Blonde Beef Group Launches Website

The NI Blonde Beef Group met recently with Agriculture Minister Edwin Poots at the launch of their new website funded through the Agri-Food Co-operation Scheme.

Countryside Services is managing the Agri-Food Co-operation Scheme on behalf of DAERA. The scheme offers farmers and food producers the opportunity of developing a new project idea in collaboration with others in their supply chain.

£30,500 of support along with 50 days Facilitation is available under the scheme to help progress the project as well as enriching each group member's skill set.

David Gibson, Lead applicant for the NI Blonde Beef Group explains: "The creation of a Group website is designed to bring the customer and producer closer together shortening the supply chain. Farmers can register their interest in purchasing a bull and will then receive information when bulls are for sale and similarly consumers can register their interest in Blonde beef. The website facilitates sharing research information, creating a discussion forum, and promoting the project overall.

This should allow our Group, currently made up of 6 members, to attract new members and promote the "Blonde Brand" among famers and consumers locally,

thereby developing the breed and maintaining a supply chain for the processor and end consumer.



Group Members Brian McGartland, David Gibson and Roger Johnston pictured with Minister Poots

DAERA Minister Edwin Poots said: "At a recent meeting of the NI Blonde Beef Group I was delighted to see at first hand the benefits and outworkings of Group collaboration under the Agri-Food Co-operation Scheme and to congratulate the group on the launch of their new website, which was part funded by the scheme. I would also like to remind eligible farmers and farm businesses that the Agri-food Cooperation Scheme remains open for applications until 30 April. Details are available on the DAERA and the Countryside Services websites."

The NI Blonde Beef Group seeks to fully research the market for "bespoke Blonde Beef" locally, nationally and its export potential. The group will use the scheme to access known experts in market trends, profiles and futures analyses. The aim is to allow Group members to make robust financial and production decisions on how to improve returns from the beef production sector.

David continues: "A study tour is funded through the scheme and we will use it to access best practices in applied genetics, husbandry, animal nutrition and product marketing.

We have also found the support of the Facilitator offered under the scheme an immense benefit as it keeps us focused on the project and the detail required".

For more information about the NI Blonde Beef Cattle Group, please visit <https://niblondbeef.co.uk/>

The Agri-Food Co-operation Scheme is open for Expressions of Interest until **30th April 2022**.

For Expression of Interest forms please  
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