

SWEDEN

Agri-food chain integration & quality

Location

Nationwide

Programming period

2014 – 2020

Priority

P3 - Food chain & risk
management

Measure

M16 - Cooperation

Funding

Total budget 3 492 330 (SEK)
EAFRD 3 321 330 (SEK)
Private / own 100 000 (SEK)
Other 71 000 (SEK)

Project duration

2017 to 2021

Project promoter

Swedish Federation of
Farmers (LRF)

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www.lrf.se/om-lrf/organisation/branschavdelningar/lrf-kott/lammnaringen/lammlyftet/

An EIP-AGRI Operational Group established a new quality standard for Swedish lamb in order to increase the competitiveness of the sector.

Summary

‘Lamb lift’ is an EIP-AGRI Operational Group consisting of farmers, consultants, slaughterhouses, researchers, traders, and wholesalers. They worked together to identify the most important quality characteristics of lamb meat production and put in place a set of best practices across the entire value chain. The resulting quality standard is aimed at building consumer confidence and driving sales.



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Project Results

A quality standard for Swedish lamb and a corresponding set of best practices.

A suite of videos, tools, and checklists freely available online.

New knowledge transfer networks and increased collaboration in the sector.

Lessons & Recommendations

- ❑ Good management of partnerships leads to successful projects.

Context

The Swedish sheep farming industry consists of many small-scale farms, or it is a side business for farmers, who rear a diverse range of sheep breeds according to a variety of different breeding models. This results in varying degrees of lamb meat quality and is considered to be one of the primary causes of a lack of consumer trust in Swedish lamb meat.

In March 2015, the industry took the initiative to create an action plan for Swedish lamb production. ‘Lamb lift’ is an EIP-AGRI Operational Group comprised of farmers, consultants, slaughterhouses, researchers, traders, and wholesalers. Members include the Swedish Sheep Breeding Association, Swedish Lamb Meat Producers, LRF Meat, the Swedish University of Agricultural Sciences (SLU), Swedish meat companies, KLS Ugglarps, Gotland's slaughterhouse, Menigo, Swedish Meat, Swedish Leicester Sheep Association, Hushållningssällskapet, and Glada Fällåret.

The project partners worked together to identify the most important quality characteristics of lamb meat and put in place a set of best practices across the entire production process. This culminated in the creation of a new quality standard for Swedish lamb.

Objectives

With the overarching goal of improving consumer perception and confidence, the new quality standard for Swedish lamb presents customers with a reliable brand that encourages them to buy local. An increased demand for higher-value Swedish lamb boosts local production and shortens the supply chain, increasing the competitiveness of the sector and sustaining livelihoods.

Activities

In the first stage of the project, a review of current research underpinned an analysis of the animal handling and feeding practices of ten lamb producers across Sweden. From this, the working group identified the quality characteristics that have the greatest significance

for Swedish lamb meat.

The second part of the project focused on the coordination requirements at each stage of the value chain: breeding to slaughter to market. The group outlined a set of best practices and recommendations for producers, transporters, and slaughterhouses. That information was then published as an internet-based toolkit on several different websites.

Main results

The project ‘Lamb lift’ successfully developed a quality standard for Swedish lamb: Meat Standard Sweden lamb (MSS lamb), which is based on seven different quality characteristics – regardless of gender, breed and breeding model – and a corresponding set of best practices.

The information is publicly available online as a suite of videos, tools, and checklists.

The project has established networks for knowledge transfer and increased collaboration across the lamb production value chain.

Key lessons

Good working relationships between project managers, stakeholders, and contributors are a key component of a successful partnership.

“The tool we have developed is easily accessible, with a large amount of knowledge packed simple, including in movie format. And it can be used to advantage as a self-check because large parts are laid out as an education.”

Viktoria Östlund (LRF, project owner) - citation from a press release

The Project promoter/beneficiary is an EIP-AGRI Operational Group

(<https://ec.europa.eu/eip/agriculture/en>)

Additional sources of information

<https://slu-se.instructure.com/courses/1985>

https://pub.epsilon.slu.se/15481/1/carlsson_a_arvidsson_s_180528.pdf