



## LIFFEY MEATS LTD

### Company address

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### Contact details

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[liffeymeats.ie](http://liffeymeats.ie)

### Channel:

Foodservice

Manufacturing

Retail

This family-owned company has no less than five generations of experience in the beef industry. The knowledge, experience and passion garnered in that time have only served to enhance its present product.



Situated in the centre of Ireland's finest grasslands, Liffey Meats has built up a formidable supplier base from Quality Assured farms, which guarantee complete traceability of its prime Irish beef.

Strong ties of loyalty and trust between Liffey Meats and Irish farmers have been established over the generations, with its three plants strategically located in different regions across the country to ensure reliability of cattle supply.

Now established as one of Ireland's top beef exporters, it takes pride in being able to respond quickly and efficiently to customer needs. It has continued to invest in the development of its facilities, offering customers the assurance of impressive products, made to the highest industry standards.

Liffey Meats supplies the full range of beef products for all distribution channels, providing complete flexibility of packaging options.

Its goal is to continue the pattern of investment and development for the long-term benefit of all the stakeholders in the business.

## Why Us

Liffey Meats' primary objective is to deliver the highest level of service. Customers are the lifeblood of the organisation and a multilingual team is at their disposal, to ensure their requirements are met in the most efficient and responsive manner.

Its flexibility in responding to customers needs have been a key attribute in the development of the business.

The aim in Liffey Meats is to produce beef products which meet and exceed customer safety and quality requirements.

It has a committed team in place to ensure this with top-grade facilities offering

farm-to-fork integration.

## Our product range



Full range of beef products available in both chilled and frozen

Vac-packed primals

Manufacturing beef all beef offals

Processed beef products in both retail and foodservice formats

Portion controlled beef steaks available in MAP and Darfresh

Diced beef

Minced beef

Meatballs

Hamburgers

Grill steaks

Seasonal ranges

## Markets

Africa

Asia Pacific

Europe

North America

UK & NI



- Liffey Meats develops and implements innovative actions and wide-ranging policies to foster corporate social and environmental responsibility in its supply chain.
- Sustainability has been adopted as a core principle through the business and this is evident from the company's performance throughout 2020.
- As part of its health and nutrition target, Liffey Meats set a target within its sustainability plan to increase sales of lean produce by 10% every year.
- In 2020, the company surpassed this target due to the large growth of the retail sector in 2020 exacerbated by the Covid-19 pandemic.
- Through working with its retail partner, Lidl Ireland, the company was able to meet this strong demand for its lean produce and worked together with Lidl to identify and promote the health benefits of this produce within store brochures.

## Our Accreditations

- BRC
- IFS
- Meat Processor Quality Assurance Scheme (MPQAS)
- Origin Green Verified
- USDA Approved

## Our Awards

Great Taste Award 2017 - Dry Aged Striploin

## Silver World Steak Challenge