

Icelandic Lamb 2019 Manifesto

1. Icelandic Lamb (IL) is a marketing agency whose mission is to increase the value of sheep products under Article 10 of the Agreement on Working Conditions in Sheep Farming of 19 February 2016, entered into by the Farmers' Association of Iceland, the Minister for Fisheries and Agriculture and the Minister for Finance and Economic Affairs. IL is the implementing body for this ten-year project, on behalf of the Icelandic Lamb Marketing Board. The Icelandic Lamb Marketing Board is made up of representatives of various farmers and processing plants, i.e. the Farmers' Association of Iceland, the Association of Icelandic Sheep Farmers and the Icelandic Association of Slaughter Licence Holders.
2. IL's objective is to raise the value of Icelandic lamb and thereby increase farmers' earnings. To this end, we are working on product identification for Icelandic lamb on the relevant markets, encouraging value creation in the sector, focusing on marketing to foreign visitors to Iceland and increasing the profitability of exports.
3. IL is involved only in marketing to foreign visitors in Iceland and exports.
4. Icelandic lamb is produced on family-run farms in the exceptional conditions offered by the nature of Iceland – it differs from all other lamb in flavour, tenderness and healthiness. IL believes that the value of Icelandic lamb may be increased by identifying products with a new member label indicating origin and via marketing which tells the story of the Icelandic sheep breed from the time of the very first settlers in Iceland.
5. IL and its partners shall comply with the IL Brand Book in order to ensure that IL values and communications policies are always adhered to.
6. IL believes that increasing the value of Icelandic lamb will be economically beneficial for all members of the value chain and, to this end, attaches special importance to successful partnerships with processing plants, restaurants and other stakeholders.