



ICELANDIC LAMB



MEDIA KIT



BUSINESS INTRODUCTION

When the Vikings set foot in Iceland over 1,100 years ago, their unique breed of sheep jumped past them into rich green pastures. Ever since, Icelandic sheep have grazed freely in the highlands, evolving to become a pure, strong and robust species with flavor and tenderness beyond compare. The Icelandic Lamb Marketing Board is a collective of farmers, producers and abattoirs proudly continuing these long-standing traditions where all sheep farms are small family-owned businesses. Icelandic lamb is registered in the Icelandic Geographical Indications quality system (according to the Icelandic law on the protection of Geographical Indications no. 130/2014 as a Protected Designation of Origin (PDO). The Marketing Board is currently applying for registration under the EU quality scheme for GI's.

Company spokesperson: Hafliði Halldórsson CEO



5 STATEMENTS

1. A PURE BREED FORTIFIED BY FREEDOM

Our breed of Icelandic sheep has a pure lineage of 1,100 years, dating back to the same sheep brought over by the Vikings – strong, sturdy animals, well adapted to the harsh Icelandic environment. Agricultural regulations strictly prohibit cross-breeding. No one does free-range quite like Iceland. Our lambs are released into their natural surroundings to roam freely, grazing in rich, pure, wild pastures their entire lives.

2. CENTURIES OF TRADITION

Icelandic Lamb stands for over 1,100 years of Icelandic sheep-farming tradition. Our methods and practices reach back to Viking-settlement times. It is our attachment to a tradition that gives Icelandic Lamb its unique story and premium quality.

3. QUALITY MEAT

A pure breed since the Viking Age, the Icelandic Lamb grazes in wild, nutrient-rich pastures. Furthermore, it grows at an extraordinary rate and is therefore young and tender when it goes to market, or 4–6 months of age. Therefore, it is a guarantee of quality beyond compare.

4. UNIQUE TASTE EXPERIENCE

Raised in Iceland's great outdoors, our lambs enjoy a natural diet of luscious green grass, herbs and berries. Together with the properties of the breed – being rich in Omega-3 and iron – Icelandic Lamb has a deliciously well-rounded flavor and texture.

5. FREE FROM GMOs, GROWTH-PROMOTING ANTIBIOTICS AND HORMONES

The cool Icelandic climate, unpolluted air and clean mountain water make the use of pesticides and herbicides unnecessary. Agricultural regulation prohibits imports of live animals, which limits diseases. The use of hormones is strictly prohibited and antibiotics are strictly regulated. Iceland has a record low use of antibiotics in agriculture.







KEY MESSAGES

- Icelandic Lamb is a guarantee of quality beyond compare. It stands for over 1,100 years of Icelandic sheep-farming tradition. It is an integral part of Iceland's heritage, and a key factor in its survival through the centuries.
- Icelandic Lamb grazes on wild mountainous pastures on luscious green grass, herbs and berries, making it instantly recognizable for its delicious and rich savory flavor.
- The Icelandic sheep is bred for meat quality at small family farms, honoring an age-old tradition. It remains one of the purest and most protected varieties of sheep in the world. No cross-breeding takes place. Icelandic farmers have always had a tradition of recording their lambs and sheep and keeping track of where each one originates.
- Sheep farmers in Iceland take a personal approach to animal welfare. During lambing season in May, they take great care to track the lambs and keep a watchful eye on them over the first few weeks. By having a close relationship with their sheep, filled with care and concern, risk factors in health and disease are minimized.
- Icelandic Lamb is quite unique: It grows at an extraordinarily fast rate and is therefore very young and tender when it goes to market, aged 4–6 months.



OUR LOGO

The Icelandic Lamb Shield is a sign of quality and excellence. The Logo features the Icelandic sheep. Its design highlights an extraordinary heritage, which has maintained its purity ever since Iceland's settlement 1,100 years ago.

