



# ICELANDIC LAMB



BRAND BOOK  
2020



# NATURALLY DELICIOUS

Icelandic lamb builds on more than 1,100 years of sustainable sheep-farming tradition. Ever since Viking times, it has been bred purely and allowed to graze in wild pastures acquiring a distinctive, delicious flavour and texture, which is unrivalled globally.













## 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. The tender meat and fine texture are due to a high proportion of red muscle fibers, which is influenced both by the breed and its grazing habits.



# WE ARE 1,100 YEARS OF LAMB FARMING TRADITION

When the Vikings set foot in Iceland over 1,100 years ago, their unique breed of sheep kicked and jumped past them into Iceland's rich green pastures. Today, 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.







# EXPERTS IN A UNIQUE ICELANDIC BREED

The Icelandic sheep is bred for meat quality and remains one of the purest and most protected varieties of sheep in the world. No cross-breeding with other foreign breeds takes place. Farmers and scientists register more than 90% of the sheep stock in a breeding database, to improve their breeding programs.



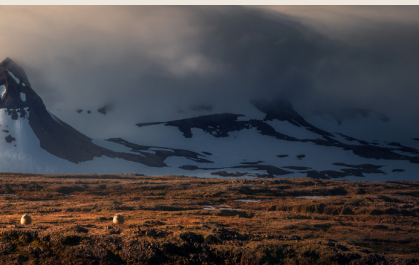
# PURE ICELANDIC PASTURES CREATE PURE ICELANDIC LAMB

Iceland is one of the world's youngest land masses, surrounded by the unspoiled North Atlantic and on the cusp of the Arctic Circle. This is where our Icelandic Lamb and sheep graze in fertile, pristine pastures all summer long. The purity of the landscape ensures the matching purity of our Icelandic sheep – no other lamb breed can quite reach the same standard.





# WE CARE FOR EVERY SINGLE LAMB



Sheep farmers in Iceland take a personal approach to animal welfare. In May, at the start of lambing season, Icelandic farmers prepare for the birth of a new flock. By having a close relationship with their sheep, filled with care and concern, risk factors in health and disease are minimized.









# **A WORLD OF DIFFERENCE: REASONS TO BELIEVE IN OUR LAMB**

Who we are and what we do offers consumers several reasons to believe that Icelandic Lamb is unrivaled in the global market. These are the factors we must build into our communications to highlight the premium experience consumers simply can't get elsewhere.







# QUALITY THAT SETS THE HIGHEST STANDARD

Our farming and abattoir partners are met with strict guidelines when producing all Icelandic Lamb, guaranteeing us a premium product and ensuring the quality and consistency of our products.

## APPROVED BY INTERNATIONAL REGULATORY BODIES

When it comes to food safety at Icelandic Lamb's abattoirs, we set high standards. All our abattoirs operate in accordance with:

- European Union legislation
- The Icelandic Food and Veterinary Authority (MAST)
- The HACCP system
- Food safety authorities in export countries

## MAST INSPECTIONS AND TESTING

All our abattoir partners must have official licenses issued by MAST, which also carries out rigorous inspections where risks and hazards are evaluated. Testing is enforced on a regular basis for residues of veterinary medicinal products, heavy metals, parasiticides, pesticides, PCBs and radioactivity.

## NO GROWTH PROMOTING ANTIBIOTICS, NO GMOs, NO HORMONES, NO PESTICIDES, NO HERBICIDES

The purity of Icelandic Lamb is strictly controlled and regulated, ensuring that no growth-promoting antibiotics, GMOs, hormones, pesticides or herbicides can be found in our high-quality Icelandic Lamb meat.

## TRACING AND ORIGIN

Every single one of our lambs can be traced back to its exact farmer. This enables us to guarantee the quality of our premium lamb.



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## A PURE BREED

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.

## FORTIFIED BY FREEDOM

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.

## CENTURIES OF TRADITION

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









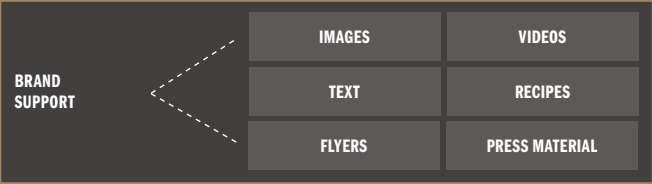
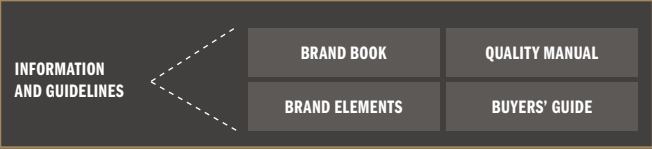
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## **FREE FROM GMOS, GROWTH-PROMOTING ANTIBIOTICS AND HORMONES**

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.







# BRAND SUPPORT

The Icelandic Lamb Marketing Board has developed corporate promotional material that promotes the Icelandic Lamb brand among our partners and to the rest of the world. All the material belonging to our licensee toolbox is available via an online portal that ensures licensees easy access to the materials at all times.

The toolbox contains information and guidelines for licensees to help them understand and work with the brand.

Here, you will find marketing material that helps licensees sell the brand to retailers and restaurants, and marketing material that assists restaurants and retailers in targeting the end consumers.

It is important that all brand guidelines are followed to ensure consistency and uphold a premium brand experience across all markets.





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