

News Release
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*For immediate use*

**New funding supports ambitious butchers to carve out a niche role**

A new partnership between Quality Meat Scotland (QMS) and Scottish Craft Butchers will relieve financial barriers associated with further skills training, helping more young and ambitious butchers to attain the prestigious Craft Butcher Diploma of Scotland.

The next step from the Modern Apprenticeship in SVQ Meat and Poultry Skills at Level 3 (SCQF 6) or experienced butchers requiring certification, the diploma is internationally recognised as formal and comprehensive evidence of quality training and achievement in the Scottish Retail Meat Industry.

Gordon Newlands, qualified butcher and Brands Development Manager for QMS, said:

“The Craft Butcher Diploma is held in extremely high regard in the red meat industry and is considered the final piece in the jigsaw to becoming a master craftsman in butchery.

“I went through and attained my Diploma in 1986. I still have my certificate and take it with me – it has great merit within the red meat industry at home here in Scotland and abroad. We are looking forward to supporting butchers to push their boundaries, and further their skills within the industry.”

QMS will be supporting members of the Scotch Butchers Club to undertake the training by funding 50% of the training fee to the value of £250.This new partnership follows on from the re-direction of the Scotch Butchers Club to support independent butchers to take on a leading role as ‘Champions of Scotch’.

The training will be delivered by Craft Skills Scotland assessors with butchery business owners signing off on the competency of trainees in required areas.

Gordon King, Executive Manager at Scottish Craft Butchers, said:

“With the increase in demand for butchers, we need to make sure our young men and women are the best that they can be.

“By partnering with QMS and the Scotch Butchers Club we can help position the industry so that butchers are seen as leaders in craftmanship, product knowledge, provenance, speciality, and innovation in an era when consumers are striving to know more about where their food comes from.”

To apply for funding towards the Craft Butcher Diploma, trainees must email/download the application form from the Scotch Butchers Club website and email the completed form to SBC@qmscotland.co.uk

**ENDS**

**Notes to editors:**

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit www.qmscotland.co.uk or follow QMS on Facebook or Twitter.