

News Release  
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*For immediate use*

**Mission Sustain game launched by QMS**

Capitalising on the messages from COP26, Quality Meat Scotland’s (QMS) Health & Education team has launched Mission Sustain, a game designed to encourage young people to engage in discussion around sustainability in Scottish farming.

The free interactive resource can be used by teachers and pupils and forms part of Learning for Sustainability, which is embedded in the curriculum, and provides key opportunities to discuss climate change and what Scotland is doing about it.

Alix Ritchie and Jennifer Robertson, QMS’ Health and Education team, are excited to connect the classroom with the sustainable practices made on farm:

“By continuing to build on our digital offering with initiatives such as Mission Sustain, we are ensuring that food and farming retains an important place in Scotland’s education curriculum.

“The game puts the user in the shoes of a livestock farmer and faced with decisions and challenges that will impact their farm’s environmental, social and economic sustainability. It is also demonstrating to young people the many skills needed in modern agriculture, including technology, statistical analysis and environmental management in addition to the more traditional practices young people often associate with farming.”

Created in partnership with Scotland’s Rural College (SRUC), the scenarios are as lifelike as possible to show real life scenarios in a fun, educational way. The expanded digital offering has been well received by both the education sector and the farming industry.

Andrew and Lauren Houstoun, of Glenkilrie Farm and Glenkilrie Larder Perthshire, are supporting QMS with the development of new digital content and say it’s important for the industry to get behind educational initiatives:

“We have such a positive story to share about sustainable farming practices in Scotland and by getting involved with educational activity such as Farming Foodsteps and Mission Sustain, farmers can have a real impact on the next generation of red meat eaters.”

Mission Sustain builds on the landmark educational platform Farming Foodsteps which was launched in 2020 that supports students and pupils to explore the farm to fork journey of Scotland’s red meat.

The interactive tool was developed when the first lockdown started in March 2020 to replace the education sessions and cookery demonstrations they usually deliver in schools, alongside on-site teacher training workshops and supporting RHET Food and Farming visits.

You can find Farming Foodsteps and Mission Sustain at: [qmscotland.co.uk/FarmingFoodsteps](http://www.qmscotland.co.uk/FarmingFoodsteps) and on Twitter @scotchkitchensc.

**ENDS**

**Notes to editors:**

This press release was issued by Jane Craigie Marketing on behalf of Quality Meat Scotland. For additional press information, please contact Alana on 07596 122184 or [alana@janecraigie.com](mailto:alana@janecraigie.com).

To download a word version of this press release, please click here.

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.