

News Release
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*For immediate use*

 **Light at the end of the tunnel for the Scottish pig industry**

Quality Meat Scotland (QMS) welcomes the announcement that Quality Pork Processers Ltd has been acquired by Browns Food Group. The acquisition will provide the platform to build a stronger future for the Scottish pig industry.

The meat manufacturer, Browns, which operates seven sites across the UK, has secured the purchase of the Brechin-based pork processing unit, making the group the largest pork processor in Scotland.

Mairi Gougeon MSP said: “Brechin is in my local constituency, and the acquisition ensures a bright future for the rural economy and the Scottish pig sector.”

Speaking on the deal, Browns CEO, Wayne Godfrey says: “This acquisition demonstrates our deep commitment to a sustainable Scottish pig industry, for both our customers and consumers of Specially Selected Pork and Scottish Pork.”

“It provides the opportunity for Browns to process high welfare local pork for our own manufacturing sites as well as for retail, foodservice and wholesale channels. In addition, we will reduce food miles with improved logistics, efficiencies, and closer management of welfare.”

On completion of the sale, a short handover period will ensure the seamless transition of Quality Pork Processers Ltd to the Browns Food Group.

QMS Chair, Kate Rowell said: “Despite the challenges the pig industry has felt in recent times, we are confident that the strong experience Browns holds will ensure a smooth transition of the Brechin site which in the longer-term will help alleviate some of the ongoing pressures faced by the sector.

“Our priority remains to support producers of Specially Selected Pork and Scottish Pork to uphold robust whole chain assurance so that animals have the best quality of life on farm, and high standards that continue throughout the live supply chain, resulting in the highest quality product from field to fork.”

For more information on Specially Selected pork, head to: <https://www.qmscotland.co.uk/campaigns/specially-selected-pork>

**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 Rose on 07493 876646 or rose@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.