

News Release
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*For immediate use*

**Rural Affairs Minister launches new guide to cooking with red meat**

A new cooking guide has been launched by Cabinet Secretary for Rural Affairs and Islands, Mairi Gougeon MSP, to support customers to confidently choose and cook with different cuts of Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork.

The 2022 edition of the Scotch Butchers Club Steak Guide, which aims to encourage customers to talk to their local butchers about different cuts and recipes, was launched today at Bruce Brymer butchers in Brechin. The guide, named ‘Let's Talk About Steak’, is now available from over 270 independent butchers that are members of the club which is managed by Quality Meat Scotland (QMS).

Ms Gougeon says that the new resource, which is full of recipe inspiration and stories, is a fantastic opportunity to highlight the craftmanship of butchers and the Scotch difference:

“This new guide is part of the continued evolution of the role butchers play in Scotland’s red meat industry; where they are seen as leaders in craftsmanship, product knowledge, provenance, speciality, and innovation in an era where consumers are striving to know more about where their food comes from.

“Alongside recipe inspiration and cooking guides, this guide also highlights the Scotch Difference – a guarantee that the meat you buy is sourced from quality assured Scottish farms that adopt the best animal welfare and production methods.”

Gordon Newlands, QMS Brands Development Manager who is responsible for the development and management of the Scotch Butchers Club, says that butchers continue to play an important role in supporting consumers to cook with new and different cuts of red meat.

“Not only does this new edition of the Steak Guide reflect the skills and knowledge within the butchery trade, but it also illustrates how QMS and Scotch Butchers Club’ are aligning the Scotch Brands with the evolving lifestyle and interests of consumers.”

For more information on Scotch Beef, Scotch Lamb and Specially Selected Pork, or to find out where to pick up the guide from your local Scotch Butchers Club Member, visit [www.scotchbutchers.com](http://www.scotchbutchers.com).

**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.