

News Release  
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*For immediate use*

**Sarah Millar Appointed to Quality Meat Scotland Chief Executive Role**

Quality Meat Scotland (QMS) has appointed Sarah Millar as its new Chief Executive.

Sarah is currently Director of Market Intelligence and External Affairs at QMS and with immediate effect becomes Chief Executive Designate and will take over the reins as Chief Executive from Alan Clarke who will step down in April 2022 after five years in the role.

Sarah joined QMS in 2018 and was Director of Industry Development before taking on her current role in 2021. Widely known in farming circles, Sarah was brought up on the family hill farm in Lanarkshire, and how lives in Angus on her husband’s family farm in Angus.

Graduating with an honours degree in Green Technology from SAC Auchincruive, Sarah’s career has spanned multiple parts of the Scottish farming supply chain, including working for multi-national businesses, and as a rural business consultant.

Prior to joining QMS Sarah worked for Soil Association Scotland delivering a knowledge transfer programme. Sarah has also been involved in an advisory capacity to the Scottish Government on the development of post Brexit rural policy as a member of the National Council of Rural Advisors, as a member of the Food and Farming Advisory Group and the Suckler Beef Climate Scheme Implementation board.

Kate Rowell, Chair of QMS, said the appointment followed a robust recruitment process.

“We look forward to Sarah stepping up into the top role at QMS. She brings a lifetime of knowledge and experience of the Scottish farming industry and has a good understanding of working at Director level within a Non-Departmental Public Body.”

She also paid tribute to Alan Clarke for his contribution over the past five years which has been a period of extensive change at QMS:

“Alan will leave the organisation in a strong position to move forward and on behalf of the Board of QMS we wish him well in his journey to semi-retirement.”

**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.