

News Release  
3 March 2022

*For immediate use*

**Quality Meat Scotland updates Cattle & Sheep Assurance scheme standards**

The review of the Quality Meat Scotland (QMS) Cattle & Sheep Scheme Standards has been completed and the updated 2022 Standards, which have been approved by the QMS Board, become effective from 1 April 2022.

Key changes include a new environmental section, highlighting sustainability within the standards and an Annual Health and Welfare review.

The standards, which have also been amended to be more user friendly with easy-to-read content clearly explaining each standard and its importance, are an important part of the Scottish red meat industry’s Quality Assurance Scheme - the longest established scheme of its kind in the world.

Kathryn Kerr, Head of Brands Integrity at QMS commented:

“Quality Assurance has never been so important. Consumers are showing an ever-increasing interest in how food is produced. The Cattle & Sheep Assurance Scheme is an essential element of QMS whole chain assurance which underpins the integrity of the Scotch Beef, Scotch Lamb and Specially Selected brands. The scheme provides reassurance to consumers of provenance, highest standards of production, animal welfare and wellbeing, to deliver a quality eating experience.

“The Standard Setting Body considered all feedback received during the review process and we have remained focused on ensuring the standards are practical and relevant for scheme members, to underpin the Scotch brands and reinforce consumer trust.”

Ms Kerr concluded: “QMS wants to continue to add value for all of our assurance scheme members across the supply chain. We will be offering support to prepare for assessments as well as holding a series of health plan workshops over the coming months to assist our members.”

Members will receive a copy of the updated standards by post in the coming days. The standards are also available to view online by visiting the QMS website.

**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.