

News Release
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*For immediate use*

**The Scotch Difference to be showcased at international food fairs**

 The Scottish red meat industry will be showcasing Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork at one of Europe’s leading fine food fairs, Tavola, next week (20th-22nd March). Quality Meat Scotland (QMS) will also be attending SIAL America 2022 in Las Vegas between 22nd-24th March to identify potential opportunities for Scotch lamb in the U.S. market.

Over 17,000 buyers and decision makers from across the global food chain will descend upon the 500-plus exhibitors from 36 countries at Tavola in Kortrijk, Belgium, with QMS using their stand at the trade fair to promote the high quality, high welfare and sustainability credentials of Scotch Beef and Lamb, as well as Specially Selected Pork, to importers from around the world.

Attendees will have the opportunity to view, discuss and sample products, discovering more about the quality assurance, provenance and welfare standards that underpin each of the QMS brands.

Gordon Newlands, Brands Development Manager at QMS who is attending the event said:

“In what will be the first major European show of the year and following what has been a challenging period with the Covid pandemic and Brexit uncertainties, it is vitally important that we represent our levy payers at Tavola by getting back out there and engaging with prospective buyers and trade partners.

“Exports remain hugely important to us, and Europe represents a massive market for Scottish red meat – up to 90% of our exported products land on the continent. As the export landscape shifts, we are continually striving to keep our high-quality product a leader on the global stage.”

Overlapping with Tavola, the first ever SIAL America trade show will see food and beverage manufacturers from a range of product categories showcase to key importers, food service companies, distributors, retailers, and wholesalers.

Commenting on the opportunities for Scotch Lamb in the United States, Tom Gibson, Director of Market Development said: “Since it was announced in December 2021 that the US would once again open its doors to UK lamb in 2022 following two decades of restrictions, we have been exploring opportunities to tap into this growing market, which is predicted to be worth £37m to UK exporters in the first five years of trade.[[1]](#footnote-1)

“SIAL America will allow us to meet with potential importers and distributors hopefully resulting in new, profitable partnerships that will get Scotch Lamb PGI back on American menus.”

Keep up to date with QMS’ activities during these events by following QMS on Facebook, Instagram or Twitter. For more information on Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork, visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk).

**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.

1. <https://www.gov.uk/government/news/us-market-to-open-doors-to-uk-lamb-from-2022> [↑](#footnote-ref-1)