

News Release
31 March 2022

*For immediate use*

**Her Royal Highness The Princess Royal officially opens upgraded Dunbia Highland Meats facility**

Her Royal Highness The Princess Royal today (31 March 2022) officially opened Dunbia Highland Meats’ upgraded abattoir and cutting facility in Saltcoats.

The visit provided the rare opportunity for The Princess Royal to see first-hand the high standards, dedication, and skills behind the production of world-renowned Scotch Beef PGI. With an overview of the entire production process and supply chain from farm to plate, it also gave the visitors an insight into the whole chain assurance which underpins the Scotch Beef PGI brand.

Dunbia Highland Meats, which produces premium Scotch Beef PGI for a range of leading local, national and international retail outlets and foodservice businesses, exhibited key aspects of the operation from their new state-of-the-art site, from selection from farms, through to the finished products which make their way to the end consumer.

Alongside the royal entourage, representatives from Quality Meat Scotland (QMS), the Scottish Government, retail customers, and farmers that supply Dunbia Highland Meats were among those attending today’s event.

Kate Rowell, Chair of QMS commented: “The visit not only provided the opportunity for us to showcase more about the production of top-quality Scotch Beef PGI, but allowed stakeholders from all stages of the supply chain to come together and celebrate innovation and progress within the red meat industry.”

The expanded and updated plant will improve efficiency and capacity for new products, aligning with evolving consumer and retailer demands. Niall Browne, Chief Executive of Dunbia (UK) celebrates the upgrade and royal visit saying:

“It was an absolute pleasure to have The Princess Royal open our new facility here today. We are immensely proud of the enhanced plant which allows us to process the highest-quality Scotch Beef products for Scottish, British, and overseas consumption.

“We continue to uphold the strictest standards at Dunbia Highland Meats and are committed to supporting a thriving and sustainable Scottish red meat sector.”

To find out more about Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork, head to: <https://www.qmscotland.co.uk/>

**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.

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.