

News Release

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*For immediate use*

**Quality Meat Scotland aims for ‘best in show’ with exciting Royal Highland Show agenda**

On a mission to return with a bang, Quality Meat Scotland (QMS) is set to impress at the highly anticipated 200th Royal Highland Show, showcasing the very best of the Scottish red meat industry and its brands.

The event, which runs 23-26 June at Ingliston and displays the best of food, farming and rural life, offers an unrivalled opportunity to show the public the work, skills and dedication which go into the production of Scotch Beef, Scotch Lamb and Specially Selected Pork, whilst allowing the red meat levy board to re-engage with its members.

Amongst the range of activities taking place at stand 555 on Avenue O will be expert cookery and butchery demonstrations, exciting competitions and giveaways, as well as insightful industry talks. Some of the younger visitors will also be able to enjoy the interactive area from the health and education team, where they can learn about the animal welfare standards and sustainability credentials of Scottish red meat, and how it can be enjoyed as part of a healthy, balanced diet.

Over the course of the four-day event, numerous well-known names will take to the stage to wow the crowds and demonstrate their support for the Scotch brands, preparing recipes inspired by the current ‘meat in the middle’ marketing campaign. Some of the familiar faces include Instagram star Just Jess, Edinburgh chef Paul Wedgewood, Aberdeen-based chef Kevin Dalgleish, Colin Nicolson of Mingary Castle and Scottish Junior Chef of the Year, Fraser Cameron. Top butchers from around the country will also be on hand to exhibit their craftsmanship and share valuable advice.

Things will heat up on the stand with a series of challenging cooking competitions, with members of the Scottish Association of Young Farmers Clubs (SAYFC) showcasing the best of their culinary talents during the semi-final and final rounds of Scotch Beef Country Cooks, before the winner is crowned on Sunday. The AgriScot Scottish Beef Farm of the Year will also battle it out in a mother and son cook-off extravaganza with only one able to take home the title of best chef.

Away from the kitchen, QMS animal health and welfare specialist, Eilidh Corr will give an unmissable Ted talk style presentation on cattle temperament and its impacts on productivity, followed by audience driven question and answer session.

Sharing her thoughts on the upcoming event, QMS marketing and communications director, Lesley Cameron said: “The Royal Highland Show has remained a highlight in many people’s calendars, agricultural and beyond, for years, and we cannot wait to return to Ingliston next week, for the first time since 2019.

“The show provides the perfect stage for showcasing the extraordinary work, skill and dedication behind the world-renowned Scotch brands, and we hope that the engaging sessions get members of the public excited to select delicious, nutritious, sustainable and traceable Scotch red meat on supermarket shelves and in restaurants.”

Complimentary refreshments will be available on the stand from 9:30am – 5:00pm each day, and visitors will be able to pick up their much sought after limited-edition Royal Highland Show t-shirts for just £5. All proceeds will be donated to Scottish agricultural charity, RSABI.

For more information on QMS and to find the full programme of events taking place follow @qmscotland on social.

**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.