News Release  
17 August 2022

*For immediate use*

**Education team strive for top marks this school year**

Logo

Description automatically generatedAs the summer holidays draw to a close, the health and education team at Quality Meat Scotland (QMS) is preparing for another academic year jam packed with valuable learnings around red meat production and consumption for Scotland’s young people.

Returning to schools all over the country will be the standout meat voucher scheme, back for the 2022/23 session in the form of ‘Tasty Little Weeks’. To showcase the versatility and quality of the Scotch brands, Specially Selected Pork will be spotlighted in the first term, followed by Scotch Lamb in the second to coincide with exciting promotional campaigns, and culminating with Scotch Beef in term three.

Home economics departments will be able to claim vouchers worth up to £180 to support these sessions, which are redeemable at their local Scotch Butcher Club member. The aim is that schoolchildren get a flavour of the different red meats produced sustainability and in abundance here in Scotland, whilst leaning how to prepare delicious and nutritious dishes.

Recipe cards and helpful worksheets connected to the Curriculum for Excellence will also be supplied, and for the first time in two years, the health and education team will be back in schools delivering live cookery sessions. They will also be joined by a new team of freelance cookery demonstrators, collaborating to help teach secondary age children about cooking with red meat and the journey it makes from farm to fork.

Alix Richie, health and education manager at QMS is looking forward to what the next academic session has in store:

“Between the return of in-person events and launch of new teaching resources, we’ve had a busy year so far supporting the next generation to understand where our food comes from.

With our expanding team and new schemes, we’re excited about the year ahead, delivering insightful sessions that cover everything from the high welfare standards to which our animals are reared, to the sustainability credentials of Scotch red meat and how it can be enjoyed as part of a healthy, balanced diet.”

Alison Bankier, home economics teacher at Duncanrig Secondary School in East Kilbride has been claiming QMS’ meat vouchers for six years. She said:

“The meat voucher scheme has allowed us to experiment with the Scotch brands, developing delicious dishes that align with our broader curriculum objectives, and allowing us to practically engage children about the red meat food system here in Scotland.

Student feedback has been very positive, and I would encourage any teacher to grasp this great opportunity and get involved.”

To find out more about the health and education team’s range of resources, visit <https://www.qmscotland.co.uk/healthy-eating/schools>. Get in touch with [info@qmscotland.co.uk](mailto:info@qmscotland.co.uk) if you would like to learn more about the meat voucher scheme and cookery demonstrations.

**/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.