News Release
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*For immediate use*



**Red meat levy board raises grand sum for rural charity**

Quality Meat Scotland raised £3890 at this year’s Royal Highland Show for agricultural charity, RSABI. Presenting a cheque to the charity, QMS Chief Executive, Sarah Millar, said:

“The wellbeing of our farmers is paramount to the success of our industry, and we are so fortunate to work with people like those at RSABI who offer such vital, pragmatic support, advice and hope for farming families when they most need it.”

Harry Seran, RSABI’s Finance and Digital Manager said, “We’re very grateful to QMS for choosing to support RSABI through sales of their iconic Royal Highland Show T-shirts this year. Huge thanks go to everyone who bought a T-shirt during the Show, helping to raise a wonderful sum to support people in Scottish agriculture.

“Having such great support from industry organisations such as QMS, and from the wider agricultural community, underpins the success of RSABI and is more important than ever.

“With many people worried about issues facing the industry, and general cost of living increases, we’re encouraging anyone who is concerned or finding things difficult to contact us. Our staff are always friendly and professional and all support is confidential.

“Our helpline – Freephone 0808 1234 555 – is open 24 hours a day, every day of the year.”

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**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.