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*For immediate use*

**Scotland’s beef industry’s ambitious strategy presented to Rural Affairs Minister**

Mairi Gougeon joined Chair of Quality Meat Scotland (QMS), Kate Rowell and Chief Executive, Sarah Millar alongside Executive Director of the Institute of Auctioneers and Appraisers in Scotland (IAAS), Neil Wilson to provide the Cabinet Secretary with an overview of The Beef Sector Strategy 2030, what it sets out to achieve, and how it will be implemented. Mr Wilson will be overseeing the latter as the strategy moves into its next phase, in his role as chair of the Beef Sector Strategy Leadership Group.

The Beef Sector Strategy, launched earlier this year, was developed by a steering group of stakeholders from across the red meat supply chain and sets out key objectives for the Scottish beef sector to achieve by 2030.

Emphasising that growth must be responsible on social, economic and environmental fronts, the primary areas of focus are environmental sustainability, profitability within the supply chain, people and skills, as well as and animal health and welfare.

Commenting on its significance, Ms Gougeon said:

“The red meat industry is central to our economy and rural communities here in Scotland, and this strategy lays out the necessary steps required in safeguarding its future.

“The ambitious commitment to reducing greenhouse gas emissions by 75% by 2030 is particularly welcome and this government will support the industry in these efforts as we work together to build the sustainability of Scottish food production.”

Chair of QMS, Kate Rowell, embraced the opportunity to provide a comprehensive overview of the strategy to Ms Gougeon, as well as answer any outstanding questions:

“The strategy was developed with vital input from the Scottish Government, and we look forward to working with them as we move forward with its implementation.

“As an industry, we are facing countless challenges, but it is reassuring that key industry players from across the supply chain are committed to working together to ensure we can overcome them and secure long-term success.”

To read the 2030 Beef Sector Strategy in full, visit: <https://www.qmscotland.co.uk/sites/default/files/beef_sector_strategy_2030.pdf>

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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](mailto: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.