Logo

Description automatically generated

News Release  
31 October 2022

*For immediate use*

**Red meat toolkit supports sector with one voice around COP27**

Ahead of COP27 taking place 6-18 November in Egypt, four of the UK’s main red meat bodies have published a toolkit for the industry to support positive conversations throughout and beyond the conference.

Quality Meat Scotland (QMS), Agriculture and Horticulture Development Board (AHDB), Meat Promotion Wales (HCC) and Livestock and Meat Commission (LMC) have joined forces to collate a pack of materials to support the sector to form a common narrative on British livestock production and its place in a climate emergency.

On behalf of the four organisations, QMS’ Chief Executive, Sarah Millar, said:

“It’s critical that as a sector we have a strong, recognised and cohesive voice in the debate around the climate emergency. Between our four organisations we have brought together our various insights to devise a toolkit to support all those in the red meat supply chain to have positive dialogue with those outside the industry. The aim is for us to communicate collectively as a sector to positively manage the reputation of red meat during and beyond COP27.

“Tackling climate change and delivering sustainability at a holistic level is a much broader concept than the often singled-out issue of methane emissions. It’s about managing landscapes, the rural economy and infrastructure and delivering nutritious food for a healthy population.

“A shared narrative will build greater understanding among consumers and decision-makers, refute the myths and instigate greater fact-based conversations around livestock production.”

The toolkit includes statistics, expert opinion and downloadable graphics to illustrate the positive contribution farmland and well-managed livestock production can make to a healthy environment. Some examples of this include reducing GHG emissions, protecting water resources and flood mitigation and other natural capital benefits such as soil health, hedgerows and peatland restoration as well as the value of nutritious food production.

The group adds:

“True sustainability encompasses more than the management of natural assets and our challenge is to grow global and domestic appreciation for a livestock industry that delivers for a healthy population, high standards of animal welfare, livelihoods and the environment.

“Working in partnership across the supply chain is as critical in defending the British red meat sector’s place in food production as it is in delivering on net zero goals.”

To access the toolkit, visit: <https://www.qmscotland.co.uk/sites/default/files/qms_cop27_toolkit_v10.pdf>

**/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.