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*For immediate use*

**‘Born and reared’ the key message of new Scotch signage**

Scotland’s Quality Assured livestock farmers are being encouraged to signal the excellence to which they rear their animals with revamped farm signs from Quality Meat Scotland (QMS).

At a time when consumers are demanding more in terms of traceability, locality, welfare and sustainability, these redesigned signs are a way for farmers to showcase their commitment to producing top quality Scotch Beef and/or Scotch Lamb to neighbours and passers-by.

Kathryn Kerr, Head of Brands Integrity at QMS explains the message behind these new signs:

“The redesign highlights that animals in the QMS cattle and sheep scheme have been ‘Born and Reared in Scotland’, meaning the whole process, from farm to processor, is underpinned by the highest standards of animal welfare, wellbeing, production and provenance.

“Our farmers should be proud of the great work they are doing to create Scotland’s world-class brands, and displaying this sign on the farm gate is an indication of uncompromised dedication to excellence on their holdings.”

For more information on the new signs and how to apply for one, visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk) or call 0131 510 7920.

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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.