News Release    
7 October 2022

*For immediate use*

**International trade experts see what sets Scotland’s red meat apart**

Food & drink market trade specialists visited Scotland this week to experience what sets Scotland’s red meat apart.

As part of a trade tour to meet food & drink producers and processors organised by Scotland’s trade and inward investment agency, Scottish Development International (SDI), 25 global and domestic trade specialists heard first-hand from key industry contacts to understand what makes products from Scotland different.

Quality Meat Scotland (QMS) supported with visits to an Aberdeenshire beef farm and a processor near Edinburgh.

QMS Director of Market Development, Tom Gibson, said:

“*There’s no better way to market our product than giving a first-hand experience of what is behind the Scotch Beef, Scotch Lamb and Specially Selected Pork brands. This was a really valuable opportunity to build relationships and demonstrate the ‘why’ to those who are helping sell our products across the world.”*

Aberdeenshire beef farmer, David Barron, who is also vice-chair of the Scottish Beef Association, showcased animal welfare and sustainability on his farm, alongside a presentation from QMS Head of Industry Development, Bruce McConnachie.

At leading Scottish processors AK Stoddart in Broxburn, Sales Manager Brian Chapman and General Manager Brian Steven gave a tour to explain product sourcing and producer groups, processing systems, product selection for customers and an overview of different cuts, customer specifications and dry aging.

QMS’ Mr Gibson followed this with further detail on carcase balance, the Scotch and Specially Selected Pork proposition in international markets and the role of QMS in developing new markets, potential international target markets for Scotch and the importance of exports to the Scottish economy.

Ewen Cameron, Global Head of Trade, Consumer Industries, at SDI, said:

*“We spent two very inspiring days meeting with companies and partners across Scotland with our trade specialist colleagues, 12 of whom are based overseas. It is so important when you are selling Scotland to have the opportunity to visit and hear first-hand from farmers, fisherman and processors about everything involved in producing high-quality, premium Scottish food and drink.”*

**ENDS**

**Notes to editors:**

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.