**QMS puts pork at the fore for Porktober.**

Scotland’s pork industry will be celebrated, in a month-long focus with Quality Meat Scotland (QMS) supporting Scottish Craft Butchers’ ‘Porktober’ campaign, to promote the nutritional value of Specially Selected Pork to consumers.

The consumer-facing campaign will feature digital adverts and website takeovers directing consumers to the ‘Make It Scotch’ website for easy-to-make and nutritious pork recipes. Specially Selected Pork will also be spotlighted across the Scotch Butcher’s Club with new marketing materials being provided by QMS for butchers to promote the brand throughout October.

QMS Chief Executive, Sarah Millar said:

“Our activity throughout the month has been designed to reach different age and consumer groups to send a strong message about the value of buying Specially Selected Pork on every level – quality, welfare and to support the supply chain in Scotland.”

She added: We’re calling on industry to support this and future campaigns to inspire consumers to choose Specially Selected Pork when they are shopping and support pork production in Scotland. Through all its social media channels, QMS encourages consumers to “Make It InCREDible with Specially Selected Pork” with quick and affordable meal inspiration as well as pointing to the recipe section of the Make It Scotch website. Please share our videos and recipes or create your own tagging QMS. Coming from real people, at the heart of the community, has huge impact and really helps to promote our amazing Specially Selected Pork brand.”

Scotch Butchers’ Club Brands Development Manager, Gordon Newlands said:

“Highlighting the traceability, health and welfare standards and the assurance of Specially Selected Pork, is the aim of Porktober. Scottish farmers generate a premium product that we can all get behind, showcasing the commitment of our pig farmers in producing a healthy, affordable, high protein product.”

Gordon King, Executive Manager at Scottish Craft Butchers’, said:

“Scottish pig producers create a versatile protein that we are proud to promote. Porktober offers the opportunity to get creative with pork, through recipes available from QMS and the Make It Scotch website, whether it’s a weekday meal with family, or a weekend get-together with friends, pork can be at the heart of recipes and celebrations, throughout October. We encourage industry to support Porktober, share social media content and create your own, to raise the profile of Specially Selected Pork.”

Andy McGowan is the Managing Director at Scottish Pig Producers:

“Specially Selected Pork can be incorporated into delicious meals for all pork lovers, we are encouraging consumers from all backgrounds and demographics, to explore how this nutritional, high health and welfare, affordable, Scotch product, can help to build their weekly menu.”

Keep up to date with QMS activity and the autumn campaign by following @MakeItScotch on Instagram, Facebook, Tik Tok and Twitter.