New Release

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*For immediate use*

**Quality Meat Scotland (QMS) to showcase Scotland’s finest on global stage**

Quality Meat Scotland (QMS) is aiming to expand global trade opportunities for Scotch Beef, Scotch Lamb and Specially Selected Pork at the world’s leading food and drink trade fair.

A team is heading to Anuga 2023 in Germany next week to champion Scotland’s exceptional red meat products, with QMS’s emphasis on quality, provenance, sustainability, and animal welfare aligning with the fair’s overarching theme for 2023, “Sustainable Growth”.

QMS will join the show’s other industry experts, exhibitors and visitors in an exploration of how economic growth and sustainability can coexist harmoniously in the food industry, addressing critical environmental and climate-related aspects.

Rural Affairs Secretary Mairi Gougeon will also be in attendance, underlining the Scottish Government’s commitment to promoting the nation’s quality produce on the global stage.

Sarah Millar, Chief Executive of QMS, said: “Anuga 2023 presents an unparalleled opportunity for QMS to showcase the incredible flavours and quality of Scotch Beef, Scotch Lamb, and Specially Selected Pork to a global audience. We are honoured to have Rural Affairs Secretary, Mairi Gougeon, join us and demonstrate the Scottish Government’s dedication to supporting our industry.”

Kate Rowell, QMS Board Chair, said: “Our stand at Anuga 2023 has been designed to provide visitors with a comprehensive understanding of what sets Scottish red meat apart. We invite everyone to join us in discussions on Protected Geographical Indication (PGI), quality assurance, provenance, sustainability, and animal welfare – all pivotal areas of focus for QMS.”

She added: “As we explore ‘Sustainable Growth’ at Anuga 2023, QMS is eager to demonstrate how Scottish red meat exemplifies the principles of quality, sustainability, and ethical production. We look forward to engaging with industry leaders and potential partners to further these ideals.”

Visitors to the stand can look forward to engaging with the QMS team and exporters, gaining insights into production, as well as sampling an array of mouthwatering products. Award-winning chefs will be on hand to prepare tantalising selections of Scotch Beef, Scotch Lamb and Specially Selected Pork.

Ms Gougeon said: “Scotland has a global reputation for producing the finest food and drink products and we are open for business. We can be proud of the economic contribution our red meat sector makes, with an annual output of around £885 million from the farm gate, to processors and manufacturers, butchers and retailers - all working tirelessly to provide our people with the healthy, high quality Scotch beef, Scotch Lamb and of course our Specially Selected Pork.

“Increasing trade with high value export markets is a key ambition to help grow the value of our Scottish red meat industry. That groundwork is all the more important now we are outside one of the world’s most successful and lucrative markets.

“I am extremely proud to offer my support to QMS and all our exporters at Anuga 2023, to help secure more valuable business for Scotland. I wish all Scottish exhibitors the very best for the show.”

Ms Millar concluded: “Anuga 2023 is an event that embodies the spirit of innovation and collaboration in the food industry. We are eager to foster partnerships, share knowledge, and inspire change in the pursuit of a more sustainable and transparent global food system.

“Anuga 2023 promises to be a platform for open dialogue, trust-building, and forging partnerships, all in the name of sustainable growth in the food sector. Quality Meat Scotland is proud to be part of this, championing the excellence of Scotch Lamb, Scotch Beef, and Specially Selected Pork on the world stage.”

Anuga 2023 runs from Saturday 7 October to Wednesday 11 October.

To find out more, visit: www.anuga.com

ENDS

620 words

**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.