New Release

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*For immediate use*

**Quality Meat Scotland recognises European importers for commitment to Scottish red meat industry at Anuga 2023**

Quality Meat Scotland (QMS) honoured three prominent European importers for their unwavering support of the Scottish red meat industry at Anuga 2023. The awards were presented by Rural Affairs Secretary, Mairi Gougeon, QMS Chief Executive, Sarah Millar, and Chair, Kate Rowell, at a reception held on the QMS stand, recognising these companies for their outstanding contributions to the industry.

Pregis, a renowned Italian importer, has been consistently purchasing Scotch Beef PGI and has demonstrated remarkable growth since 2020, with trade in 2023 already surpassing 2022 volumes. Sarah commended their commitment, stating, "Pregis has showcased an extraordinary commitment to the Scottish red meat industry, continually supporting and promoting our quality products. Their consistent weekly purchases are a testament to their dedication."

Goedegebuur, based in Rotterdam, Netherlands, has been a long-standing partner of Scotbeef, with a history dating back many years. This company, originally a small butcher's shop in 1922, has evolved into one of Europe's largest de-boning and packing companies. Kate said: "Goedegebuur's commitment to providing the highest quality products aligns perfectly with the Scotch Beef brand. Their consistent trade growth reflects the trust and quality they bring to their customers."

Arjen van Wieringen, the recipient of the award on behalf of Groenveld Vlees, highlighted the importance of their partnership with ABP Perth, stating, "Groenveld has been a proud partner of ABP Perth for over a decade. Our collaboration has significantly contributed to the impeccable reputation of Scotch Prime products in the Netherlands. We work closely with ABP Perth to tailor products to the specific needs of our end-users, a partnership built on Groenveld's expertise in the Dutch market."

Groenveld Vlees, a wholesaler, importer, and exporter of meat, has amassed decades of trading experience and invaluable expertise in supplying the manufacturing industry, wholesale, retail, catering, and butchery market in the Netherlands and other European destinations.

Kate praised Groenveld Vlees, saying, "Groenveld's commitment to delivering top-quality Scotch Prime products to premium markets has cemented their position as an important partner for Scotland. Their dedication and expertise have contributed significantly to the success of Scotch Prime in the Netherlands

“Our commitment to delivering the finest red meat goes beyond borders, and it's a source of pride for us all. These awards celebrate the partnerships that make it possible, and they reinforce the global appeal of Scottish red meat. We believe that by partnering with Scottish producers and processors, you can offer your customers a truly exceptional culinary experience, rooted in the provenance of Scottish red meat."

Sarah agrees: “These QMS Recognition Awards underscore the importance of collaboration and commitment within the Scottish red meat industry. The honoured companies, Pregis, Goedegebuur, and Groenveld Vlees, exemplify the dedication and partnership that continue to drive the industry's success.

“We must also recognise the role of processors within these supply chains. Without them physically facilitating the export of our Scotch Beef, Scotch Lamb and Specially Selected Pork, these fine products would not be reaching consumers around the globe.”

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462 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.