New Release

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*For immediate use*

**QMS announces dates for industry workshops**

Levy payers are being given the chance to hear how Quality Meat Scotland (QMS) will deliver its five-year strategy and make the country the choice for premium red meat.

A series of regional workshops will let members see how a first levy increase in more than a decade will help QMS to continue to support the supply chain and to meet its objectives.

Levy payers will also be able to have their say on what they would like to see from the [strategy](https://qmscotland.co.uk/about-qms/qms-strategy).

The evening events (7pm-9pm) will be hosted throughout Scotland to give as many levy payers as possible the chance to engage. The workshop dates are:

* Monday 20 November – Holiday Inn, The Crichton, Dumfries
* Wednesday 22 November – United Auctions, Stirling Agricultural Centre
* Wednesday 22 November – Lawrie & Symington Ltd, Lanark Agricultural Centre
* Thursday 23 November – Ben Wyvis Hotel, Strathpeffer, Dingwall
* Tuesday 28 November – ANM, Thainstone Agricultural Centre, Inverurie
* Wednesday 29 November – Kirriemuir Golf Club, Angus
* Wednesday 29 November – The Royal, Oban
* Thursday 30 November – Mercure Hotel, Ayr
* Monday 4 December – Carfraemill Hotel, Lauder, Scottish Borders
* Tuesday 5 December – Kirkwall Hotel, Harbour Street, Orkney
* Wednesday 6 December – Pentland Hotel, Princes Street, Thurso

Kate Rowell, Chair of QMS, said: “These workshops will give levy payers an excellent opportunity to find out more about our current marketing activity, hear about our plans for the future as well as to ask questions about our strategy.

“As the world gears up to compete for high-value UK retail market access, levy bodies must be ready to deliver on behalf of businesses within their supply chains. QMS has not requested a levy increase since 2010, and we want to remain fit for the future of Scotland’s iconic Scotch brands, promotional work and market development. At the workshops, we will discuss the delivery of our strategy and, as agreed by the QMS board, a proposed levy increase to fund this vital work.

“To continue to deliver good value for money and integral support to Scotland’s red meat supply chain, as well as to ensure that rising costs are managed, QMS will propose a new mechanism for setting the levy from Spring 2024, adding a small CPI linked rise each year to ensure our financial model remains sustainable. This mechanism will be reviewed at the end

of the five years, to ensure it remains fit for purpose.”

The workshops are free to attend but people must register in advance. To sign up to an industry workshop, visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk/).

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**Notes to editors:**

Links to workshop registrations:

* Monday 20 November – Holiday Inn, The Crichton, Dumfries - <https://www.eventbrite.co.uk/e/749138161407?aff=oddtdtcreator>
* Wednesday 22 November – United Auctions, Stirling Agricultural Centre <https://www.eventbrite.co.uk/e/749283526197?aff=oddtdtcreator>
* Wednesday 22 November – Lawrie & Symington Ltd, Lanark Agricultural Centre - <https://www.eventbrite.co.uk/e/749293335537?aff=oddtdtcreator>
* Thursday 23 November – Ben Wyvis Hotel, Strathpeffer, Dingwall - <https://www.eventbrite.co.uk/e/749304047577?aff=oddtdtcreator>
* Tuesday 28 November – ANM, Thainstone Agricultural Centre, Inverurie - <https://www.eventbrite.co.uk/e/qms-strategy-workshop-aberdeen-tickets-749344689137?aff=oddtdtcreator>
* Wednesday 29 November – Kirriemuir Golf Club, Perthshire - <https://www.eventbrite.co.uk/e/qms-strategy-workshop-perth-tickets-749344689137?aff=oddtdtcreator>
* Wednesday 29 November – The Royal, Oban - <https://www.eventbrite.co.uk/e/qms-strategy-workshop-oban-tickets-749359734137?aff=oddtdtcreator>
* Thursday 30 November – Mercure Hotel, Ayr - <https://www.eventbrite.co.uk/e/qms-strategy-workshop-ayr-tickets-749361479357?aff=oddtdtcreator>
* Monday 4 December – Carfraemill Hotel, Lauder, Scottish Borders - <https://www.eventbrite.co.uk/e/qms-strategy-workshop-scottish-borders-tickets-749362642837?aff=oddtdtcreator>
* Tuesday 5 December – Kirkwall Hotel, Harbour Street, Orkney - <https://www.eventbrite.co.uk/e/749386644627?aff=oddtdtcreator>
* Wednesday 6 December – Pentland Hotel, Princes Street, Thurso <https://www.eventbrite.co.uk/e/qms-strategy-workshop-thurso-tickets-749391418907?aff=oddtdtcreator>

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.