

News Release
1 December 2023

**QMS Levy Workshop date for Campbeltown**

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

The event is part of a series of regional workshops will let members see how the first levy increase in more than a decade will help QMS to continue to support and further develop Scotland’s red meat supply.

The workshop will give levy payers to opportunity to have their say on what they would like to see from the [strategy](http://tracking.janecraigie.com/tracking/click?d=tWH6CH_6ot9Jeg9OPFugWI1jpgw-dmR-3YuaZ77ESum20SqM5tmkDZ4hXnZdFFFU06348aIq4Yy5nKTN-J8xOFa3k5ssmKudc_08rY1i1AR5T2N_jGGnnlLyhDRjY_5pnNvglwX9k9M-5F7nXqwaEHymnn3yQUZnGdAo7iPMyLC10). It will be held from 7-9pm on Thursday 14 December in the Argyll Arms, Main Street, Campbeltown.

Kate Rowell, Chair of QMS, said: “The Campbeltown workshop will give local levy payers a great 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 workshop is open to levy payers who are required register if they plan to attend, this can be done by calling QMS on 0131 510 7920 or by visiting www.qmscotland.co.uk-ends-

**Editor’s Notes**

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](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.