New Release

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*For immediate use*

**Scotland Meat the Market workshop announced**

Beef and lamb farmers are invited to a series of Scottish Meat the Market workshops, focused on beef and lamb.

Organised by Quality Meat Scotland (QMS), the events aim to give beef and lamb producers greater industry knowledge about target specifications for finished animals in order to accurately access if livestock is ready for sale and maximise returns. Processing plant tours will enable visiting farmers to visually grade cattle before slaughter and see the resulting carcass for later comparison.

Farmer, Lawrence Martin, visited the Bridge of Allan abattoir during a Meat the Market workshop. He said: “Seeing carcasses on the line after grading the animals in lairage was insightful, as a result, we are now hand grading lambs before weighing those deemed fit, it has changed the order in which we do things, saving us time.  Meeting other farmers at these workshops is as valuable as what we learn from the speakers, I will certainly be attending more of these events.”

Speakers George Allan, Divisional Manager with Meat and Livestock Commercial Services Ltd (MLCSL) and Adrian Crowe, industry specialist, will explain market specifications, customer requirements, presentation of animals and minimising risk of carcase downgrades.

Bruce McConachie Head of Industry Development at QMS, said: “To maximise returns, it is important to present clean animals that fit the required end user specification in terms of conformation and fat cover.  These workshops will provide valuable insight to that process, along with feedback from processors on areas relating to livestock health, that may impact carcase quality or cause condemnations.”

The workshops take place on 30 January. The first workshop starts at 9:00am and will focus on lamb with the second workshop focusing on cattle starting at 13:00. The events will last around four hours and will be held at Woodhead Brothers, Turriff. Booking is essential as places are limited and refreshments will be offered.  Attendees must be over 18 years of age, with photo ID.

More workshops including focussing on beef lamb are planned for later dates and will be announced soon.

For more information or to book a place please contact 0131 510 7920.

ENDS

Words count

**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.