New Release

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*For immediate use*

**Online industry workshop concludes strategy and levy consultation**

In recent weeks, levy payers from Orkney to Lauder have been given the chance to hear how QMS plans to deliver its five-year strategy and make the country the choice for premium red meat.

Over a dozen workshops have taken place across the country, bringing together members to 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 final event, an online discussion and review, will be held at 12.30pm on 24 January 2024 and is open to all members.

The agenda of the online workshop mirrors the physical events, with online participants hearing about QMS’s five-year strategy with insights into current marketing activities and the impact of first levy increase in over a decade. Importantly, members can submit questions before the event and an open floor session will allow members to provide feedback during the workshop.

Kate Rowell Chair of QMS has attended many of the events and said: “It has been really important to give our members the 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).

“We have seen a diverse range of farmers join us, and the depth of meaningful discussions has been very encouraging, with people asking questions and seeking to get under the surface of what we do.

“At the workshops, we have discussed the delivery of our strategy and, as agreed by the QMS board, a proposed levy increase to fund this vital work. So far, attendees have recognised that with costs increasing, a protected budget is needed to realise the ambitions set out in our strategy.”

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 has proposed a new mechanism for setting the levy from Spring 2024, adding a small CPI linked rise each year to ensure the financial model remains sustainable. The mechanism will be reviewed at the end of the five years, to ensure it remains fit for purpose.

To sign up for the online discussion and review, visit QMS website at <https://qmscotland.co.uk/>. To submit a question, please email info@qmscotland.co.uk.

ENDS

450 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.