**QMS toolkit launch and consumer campaign celebrate the positives of red meat in 2024**

Quality Meat Scotland (QMS) is launching a comprehensive and freely-available pack with latest facts plus shareable stats and videos highlighting the positives about red meat. It will build on the new TV and social media advertising campaign launching this January.

The toolkit ‘*Celebrating the positives of red meat*’ is designed to give quick and easy access to vital information about livestock production, with key points to help positively manage the reputation of red meat in 2024. It includes statistics, downloadable graphics and expert opinions that can be used throughout the year, forming a consistent, fact-based narrative for Scotch Beef, Scotch Lamb and Specially Selected Pork.

Kate Rowell, Chair of QMS said: “We are a country that can lead the world on sustainable red meat production. We know this, but the word must be spread. We shouldn’t be defensive, or wait for meat production to be criticised. We must be proactive, armed with a story to tell – underpinned by evidence and data.

“We want to arm all those working in our sector with the information they need to be our strongest advocates. This pack is one of the tools to help build greater understanding among consumers and decision-makers and instigate greater fact-based conversations around Scotch red meat. I would urge all levy payers to use the information, to share it widely and wherever possible to help tell our positive story.”

With New Year being the ideal time for the red meat sector to celebrate its health, sustainability and nutrition credentials with consumers, QMS will also launch its latest marketing campaign on 8 January, set to reach 71 per cent of all adults in Scotland.

The 30-second TV advert will be seen across STV, STV Player and Borders TV, and is supported with You Tube, Facebook and Instagram adverts, with additional content promoted through QMS’s ‘Make It Scotch’ social channels

The advertising and marketing campaign focuses on communicating the inCREDible credentials of the Scotch and Specially Selected brands to consumers in Scotland in a positive way – focusing on health, diets, quality assurance, locally sourced and product that is farmed with care

“We want to build awareness among the public of Scottish red meat’s role in delivering world class, nutritional food which enhances the environment from which it is produced. Both the toolkit and the marketing campaign build on our strategy to make Scotland the choice for premium red meat,” said Mrs Rowell.

To access the toolkit visit: https://www.qmscotland.co.uk/industry-toolkits

Keep up to date with QMS’ activities during these events by following QMS on Facebook, Instagram or Twitter.

For more information on Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork, visit www.qmscotland.co.uk.

**Ends.**