New Release

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*For immediate use*

**QMS celebrates record success at Anuga 2023: £22.9 million in new business opportunities**

Scotch Beef, Scotch Lamb and Specially Selected Pork will benefit from a record-breaking £22.9 million in new export business opportunities as a result of Quality Meat Scotland’s (QMS) attendance at last October’s Anuga trade show. The German event forms a key part of QMS’s export development drive, making Scotland the choice for premium red meat, and brought together processors, wholesalers, and customers to its flagship exhibition stand.

Anuga is one of the world’s foremost food fairs, and a key showcase opportunity with more than 140,000 visitors from 200 countries, including influential buyers and decision-makers. Throughout the four-day event, visitors engaged with the QMS team and Scotland’s red meat companies. The global attendees gained insights into the Scottish red meat sector, as well as sampling an array of Scotch Beef, Scotch Lamb, and Specially Selected Pork prepared by award-winning chefs.

Kate Rowell, QMS Chair said: “Our activity reflected QMS's strategy to establish Scotland as a global leader in sustainable red meat production. Discussions centred on quality assurance, provenance, sustainability, and productivity, with our goal to position Scotland as the premium choice for red meat.”

Tom Gibson, Director of Business Development at QMS said: “All of the businesses who attended reported record levels of interest in Scotch Beef, Scotch Lamb and Specially Selected Pork, and £22.9 million of new business is a phenomenal figure.

“There are big opportunities in export. Our brands have a great reputation, and we have the job to tell that story across the world. The success of Anuga further strengthens the entire supply chain, benefiting farmers, processors, wholesalers, and exporters alike.”

The presence of Cabinet Secretary for Rural Affairs and Islands, Mairi Gougeon, and George Burgess, Director of Agriculture and Rural Economy underscored the Scottish government's commitment to supporting the growth and development of the red meat industry.

Rural Affairs Secretary Mairi Gougeon said: “Whilst attending last year’s Anuga trade show I saw for myself the massive international interest that there is in red meat from Scotland.

“I am delighted that this engagement has led to a record-breaking event for QMS, which is a testament to both the quality of the product as well as the diligence and hard work of Scottish producers.

“Having spent time with Quality Meat Scotland and our red meat suppliers, I know they are dynamic, forward-thinking businesses who are passionate about our world class produce. It’s incredible to hear of the demand for sustainably produced Scottish farm assured red meat and I’m delighted that our companies had a very successful show in Germany.”

To hear more from Anuga and about QMS's Market Development work, don't miss the latest QMS podcast featuring Director of Market Development, Tom Gibson. Tune in at https://qmscotland.co.uk/news-media/qms-podcast.

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**Notes to editors:**

QMS is the public body responsible for promoting the Scotch Beef and Scotch Lamb brands in the UK and PGI labelled Scotch Beef and Scotch Lamb branded products abroad, and for promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb 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.