New Release

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*For immediate use*

**Muddling through the wet weather with meat, not mud, pies**

With relentless rain, endless mud and peak lambing and calving season testing physical and mental resilience, Quality Meat Scotland and farming charity, RSABI, are reminding farmers of the role of good food in maintaining both physical and mental well-being.

Recognising the pivotal role of nutrition, QMS and RSABI are encouraging people to showcase their quick, easy and healthy Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork recipes via social media to highlight the importance of a healthy diet in regards to personal well-being.

The initiative encourages farming families to explore nutritious and easy-to-prepare meal options, promoting both physical nourishment and culinary creativity across social media in the month of April.

Sarah Millar, Chief Executive at QMS, said that during these busy periods, there’s a temptation to turn to ‘grab and go’ meal options and snacks for a quick fix.

Sarah Millar said: “We often think and talk about the role of nutrition in livestock performance, yet when the pressure is on and we need to perform, we are likely to grab an unhealthy snack or ready meal as an easy fix, forgetting it applies to us too

“We know that time is of the essence so many of the recipes on the Make It Scotch website take less than 15 minutes to prepare.”

From Scotch Beef satay stir fry to mustard, soy and honey Specially Selected Pork, the recipes are designed to tempt farmers away from convenience foods amid busy schedules and emphasise the value of wholesome meals featuring Scotland's renowned meat products.

RSABI Health Hut nurse Irene Scott said: “Especially at this very busy time of year, when farming folk are being tested by weather and workload, it is so important our families fuel themselves right.

“By using simple, nutritious ingredients like quality lean beef, lamb or pork, combined with a good serving of steamed or stir fried veg you can serve a quick, tasty meal which will help keep stamina up and avoid cravings for junk. It is also really important to keep hydrated and avoid energy drinks which can have a really negative effect on our health.”

The campaign aims to equip farmers with practical solutions to sustain their well-being while juggling the farm’s demands and sits alongside QMS’ extensive consumer-focussed marketing and PR.

**QMS Latest Recipes**

Curried Scotch Lamb Pie – the ultimate ‘meat and two veg’ pie, packed full of flavour and goodness.

Scotsh sirloin steak with a twist – a traditional steak dinner with a modern twist. This is the latest dish in our Meat & 2.0 series.

Cumin Specially Selected Pork flatbreads – meat and two veg but with a funky mediterranean twist.

Moroccan Scotch lamb chops – who knew lamb chops could be so exciting?

RSABI offers free practical, financial, and emotional support including counselling services, delivered quickly after receiving the initial enquiry. Its free confidential support service is available 24 hours a day, every day of the year, by calling 0808 1234 555, calls won’t show up on phone bills, or through a confidential webchat service, available on RSABI’s website.

ENDS

Words count 517

**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.