



Cattle & Sheep Quality Assurance: The Benefits





Members of an Assurance Scheme receive a wide range of benefits, including:

- **Voluntary membership scheme.**
- **Access to all markets/outlets** for livestock, maximising competition for your stock.
- **Strong export market and strong demand** for red meat of known provenance, both at home and overseas.
- When new trade deals are struck, the **whole of life, whole of supply chain assurance gives confidence of high welfare and a quality eating experience.**
- Breeders can **benefit from a premium uplift if selling store livestock.**
- While increased prices for their livestock are not always guaranteed, being a member of one of the Schemes allows the member to **maximise the outlets for their livestock to ensure they get the best return possible.**



Standard Setting Boards are made up of **key stakeholders in the industry, including farmers**



Consumers want to know that their **food has been produced in a sustainable and trustworthy manner** and being an approved member of a QMS Assurance Scheme provides that confidence

Traceability

- **Traceability Checkers** – Members, Auction Markets and Processors can view the status of animals/holdings online prior to sale. **Consumers want to know where their food comes from and to know that it can be traced back to source.**
- Consumers want to know their **food has been produced in a sustainable and trustworthy manner** and being an approved member of a QMS Scheme provides that confidence.

Assessments

- **Assessments are a chance to showcase the members' livestock** and talk over any areas for concern.
- The Scheme is not there to judge but to **support all businesses along the whole supply chain.**
- Assessments focus on key areas and these are outlined in the checklist. Many feel that by preparing for the audit they have all the information required to hand should they get a Scottish Government inspection.
- **Spot-check Programme** – This allows QMS to manage reputational risk and underpin the ongoing credibility of our brands and Assurance Schemes, and to act quickly in response to any complaint received.
- **Scottish SPCA accompanied assessments** – Animal welfare and wellbeing are at the core of all QMS Assurance Schemes. The Standards are supported and approved by the Scottish Society for Prevention of Cruelty to Animals (Scottish SPCA), which is Scotland's independent animal welfare charity. As part of the Scheme, the Scottish SPCA also carries out joint visits to QMS-approved livestock farms with certification body-approved farm assessors.
- **Assessments and certification** are contracted to an independent company who are themselves accredited by the UKAS to ISO/IEC 17065, the international standard for product conformity certification.

● **Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork are premium brand products**

Standards

- **A comprehensive set of Standards.**
Standard Setting Boards made up of key stakeholders in the industry, including farmers.
- Stakeholders' consultation is held prior to the full review.
- **QMS continually benchmarks its Standards.**

Promotion

- **Farm signs** – Cattle & Sheep Scheme members can apply for a sign for their farm. These can be personalised with the farm and/or business name.
- **Use of logo** on banners for shows/sales to promote their livestock.
- **Assurance Ambassadors** promote the brands and the benefits of being assured.

When new trade deals are struck, the whole of life, whole of supply chain assurance **gives confidence of high welfare and a quality eating experience**

What support do members get?

- Assurance Workshops Programme:
 - When **new Standards are introduced, training is provided on how to comply.**
 - Animal Health & Welfare Plan workshops assist with preparing a plan and the information to be recorded in one.
- The **Brands Integrity team can offer advice** to those wishing to join the Scheme, which will help prepare them for their initial assessment.
- **Handling and signposting enquiries.** Either responses from QMS or enquires will be sent on to the Certification provider for clarification.

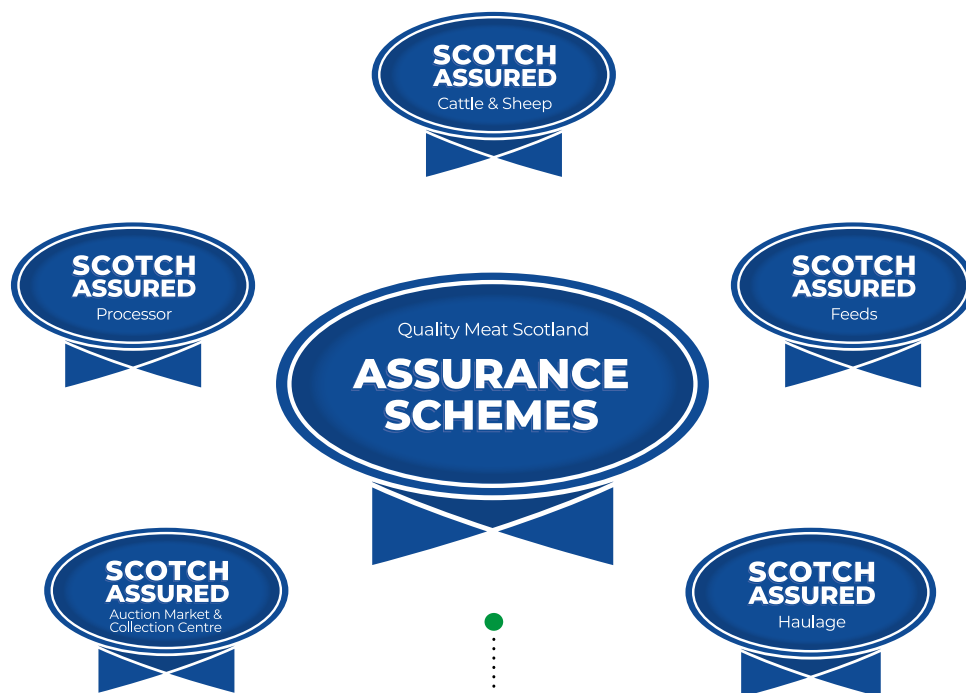
Non-compliances

- If a non-compliance is found, the assessor will explain their findings and the reason. **Support and information as to how it can be addressed is given.**
- If a non-compliance is raised you should not see this as a **negative for your business.** QMS can provide advice and support to a member if they are unsure how to comply.

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The Standards are supported and approved by the Scottish Society for Prevention of Cruelty to Animals (Scottish SPCA), which is Scotland's independent animal welfare charity.





Whole Chain Assurance

From Quality Meat Scotland

Whole chain assurance ensures animals have the **best possible quality of life on-farm and throughout the supply chain**, resulting in the highest quality product reaching the consumer's plate.

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Quality Meat Scotland
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sourced from sustainably managed forests.



QMS is hugely focused on improving cattle welfare and steers the industry in a positive direction. They come out on-farm and conduct inspections along the whole supply chain once a year to ensure we are farming to the highest standards we can.

Robin Tuke, Hardiesmill Farm, Scottish Borders



We think Quality Assurance gives us recognition of the high standard of animal welfare on our farm, while producing a top-quality product for Scottish consumers.

Aimee Budge, Bigton Farm, Shetland