



# CELEBRATING THE POSITIVES OF RED MEAT

JANUARY  
TOOLKIT 2024

 **QMS**  
Quality Meat Scotland



# INTRODUCTION

Quality Meat Scotland (QMS), has collated this pack of materials to help positively manage the reputation of red meat during January and beyond. We want to be bold and proud of what we do, ensuring the voices of everyone involved in sustainable red meat production are heard loud and clear and consumers are provided with aligned messaging from the red meat sector.

Our campaign will focus on three key areas of health and wellbeing, sustainability, and the benefits of supporting local. We will bust a few myths and provide easily digested facts on the role our industry plays in healthy diets and healthy landscape. The pack includes several assets and materials that can be used throughout the year, forming a common narrative for the British red meat industry. We hope the information and tools that we provide help you to join in the conversation in a positive way.

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90%

Did you know that 90% of the water needed to produce Scottish Beef is rainwater? <sup>1</sup>



30,000km

Since 2005, British Farmers have planted 30,000km of hedgerows. That's long enough to reach Australia and back! <sup>2</sup>



NET ZER

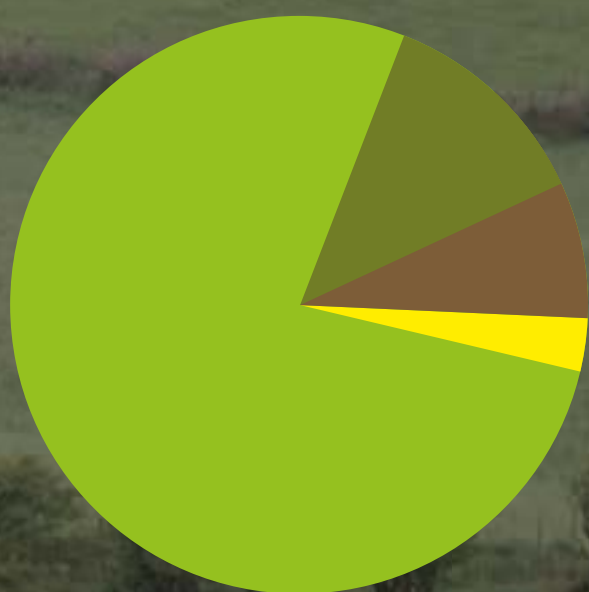


The Scottish Government has detailed its position on climate change through the Climate Change Act 2019, which sets a target of achieving Net Zero emissions for the country by 2045. <sup>3</sup>

80%

Agricultural land use in Scotland 2023. <sup>4</sup>

- Grazing 80.5%
- Cereals 7.4%
- Other Crops 2.6%
- Woodlands 9.6%



VITAMIN B12

Found in beef, pork, lamb and milk. This busy little B is an essential nutrient not naturally present in a vegan diet. <sup>5</sup>



49%

OF TEENAGE GIRLS have a low intake of iron. Lean beef and lamb loin chops contain iron. Iron can help the immune system to work normally. A balanced diet and healthy lifestyle are recommended for good health. <sup>6</sup>



1 in 4

WOMEN have a low intake of iron. Lean beef and lamb leg steaks contain iron. Iron can help reduce tiredness and fatigue. A balanced diet and healthy lifestyle are recommended for good health. <sup>6</sup>



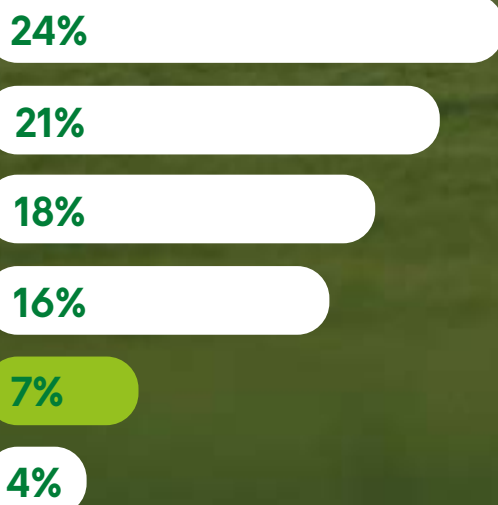
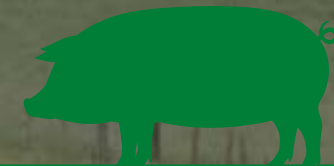
LAMB NATURALLY PROVIDES VITAMIN B12

Vitamin B12 helps the normal formation of red blood cells. A varied and balanced diet with a healthy lifestyle are recommended for good health. <sup>7</sup>



PORK NATURALLY PROVIDES VITAMIN B12

Vitamin B12 helps reduce tiredness and fatigue. A varied and balanced diet with a healthy lifestyle are recommended for good health. <sup>7</sup>



Transport  
Energy  
Business  
Homes  
Livestock  
Crops

DO YOU KNOW WHERE THE UK'S GREENHOUSE GAS EMISSIONS COME FROM? <sup>8</sup>



Meat contributes to the improvement of iron absorption when eaten with other foods containing iron. <sup>9</sup>

The beneficial effect is obtained by consuming 50g of meat together with food(s) containing non-haem iron.

Fact 1: UNESCO IHE and AHDB  
Fact 2: UKGov: DEFRA 2016  
Fact 3: QMS Cattle and Sheep Enterprise Costings 2022  
Fact 4: Scottish Government: June Agricultural Census 2023  
Fact 5: Great Britain Nutrition and Health Claims Register  
Fact 6: National Diet and Nutrition Survey  
Fact 7: Great Britain Nutrition and Health Claims Register  
Fact 8: Great Britain Nutrition and Health Claims Register  
Fact 9: UK Gov: DBEIS 2019  
Fact 10: Great Britain Nutrition and Health Claims Register



# New FAO Report Maps Pathways Towards Lower Livestock Emissions

According to the Food and Agriculture Organization of the United Nations, eating low or no-meat diets is one of the least effective ways of reducing emissions from farming, potentially cutting global greenhouse gas emissions from the industry by just 4%.

Greater farm productivity, meanwhile, could cut emissions by 20%, with animal health and feed interventions also having large impacts.

The same report also shows that livestock emissions are lower than previously reported – 12% of global GHGs, down from the FAO's previous estimate of 14.5%.

**[Read FAO report here.](#)**





# KEY MESSAGES ABOUT RED MEAT

To achieve a healthy diet, the key message is balance. A variety of foods from the main food groups, eaten in the right proportions, make up a healthy, balanced diet. Lean meat can be part of a healthy balanced diet. Beef, pork and lamb are sources of several nutrients that contribute to good health, including protein, niacin (vitamin B3), vitamins B6 & B12, phosphorus, potassium and zinc.

Red meat is naturally rich in protein, low in salt and provides a range of vitamins and minerals that contribute to good health, including potassium, niacin (vitamin B3), vitamin B12 and zinc.

Meat and dairy contain vitamin B12, an essential nutrient not naturally present in a vegan diet.

Protein helps the maintenance of normal bones and growth in muscle mass.

Potassium contributes to normal muscle and nerve function and helps support normal blood pressure.

Vitamin B12 helps reduce tiredness and fatigue.

Zinc supports normal fertility and reproduction.

Red meat is naturally low in sodium (a key component in salt). Reducing consumption of sodium supports the maintenance of normal blood pressure.

Meat contributes to the improvement of iron absorption when eaten with other foods containing iron.

A varied and balanced diet and a healthy lifestyle are recommended for good health. If you currently eat more than 90g (cooked weight) of red or processed meat a day, the Department of Health and Social Care advises that you cut down to 70g.



# GREENHOUSE GAS EMISSIONS

## DEFRA:

Greenhouse gas mitigation practices – Farm Practices Survey England 2022 (published May 2022):

- In 2022, nearly 2/3 of farmers reported that they were currently taking action to reduce greenhouse gas emissions from their farm.
- The most common motivation for taking any action was that it was considered good business practice to do so (84%). This has been the case for the past ten years.

## DEPARTMENT FOR BUSINESS, ENERGY, AND INDUSTRIAL STRATEGY:

2020 UK Greenhouse Gas Emissions:

- Transport was the largest emitting sector in the UK in 2020, responsible for almost a quarter of emissions (24%), Agriculture was responsible for 11%.
- Between 2019 and 2020 there was a 3% decrease in emissions from the agriculture sector, largely due to decreases in carbon dioxide emissions from liming, and both direct and indirect soil emissions of nitrous oxide.

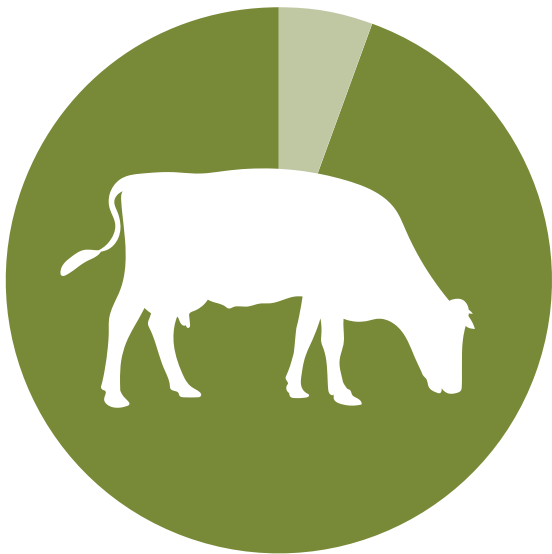
// The most common actions taken to reduce GHG emissions on farms were recycling of waste materials from the farm (82%), improving energy efficiency (78%) and improving nitrogen fertiliser application accuracy (63%). //



# GREENHOUSE GAS EMISSIONS



CROPS  
**4%**



LIVESTOCK  
**7%**



RESIDENTIAL  
**16%**



BUSINESS  
**18%**



ENERGY SUPPLY  
**21%**



TRANSPORT  
**24%**

\*SOURCE UK:  
Emissions Data published by BEIS 2021 using \*NAEI 2021. Agricultural emissions actually fell by 3% but the sector saw a percentage share increase due to reductions in transport emissions over the COVID-19 lockdowns.

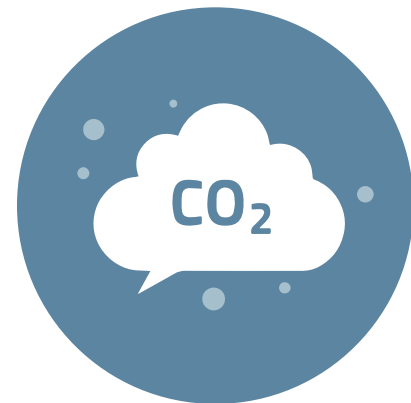
# WHAT ARE FARMERS DOING TO BECOME MORE SUSTAINABLE?



Taking action to control soil erosion



Protecting peatland and moorland from damage by avoiding ploughing, drainage and over grazing



Considering reduced cultivation to protect farm soils and reduce carbon losses



Managing existing farm woodlands and considering new planting



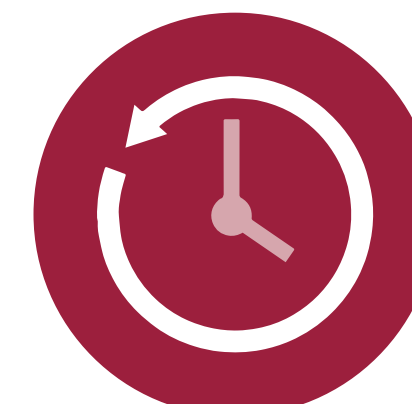
Creating wildlife corridors along water margins, field margins and headlands



Protecting and where necessary restoring wetlands including floodplain management



Planting trees and wild flowers



Ensuring farms are run efficiently – generally, a more efficient farm is a more sustainable farm



# VIDEO RESOURCES



Dumfries Monitor Farm



Strathspey Monitor Farm



The Farming Circle of Life



Scottish Beef Farm of the Year 2022



Farming Foodsteps On Farm Video Series



Farming Foodsteps : Sustainability



# QMS ACTIVITY

Sustainability, quality assurance and our health credentials underpin our yearly marketing and communication plan, and in the month of January, these messages are more important than ever to communicate to our consumers.

This January, we'll be upscaling our activity and broadening our targeting to mass reach, with our 'Make it inCREDible' campaign returning for 4 weeks of activity to further deepen understanding around what buying Scotch really means.

We'll focus on our brand proof points including farmed with care, quality assured and locally sourced and our also key health messages of Vit B12 and high protein, encouraging consumers that when they eat meat, they should Make it Scotch.

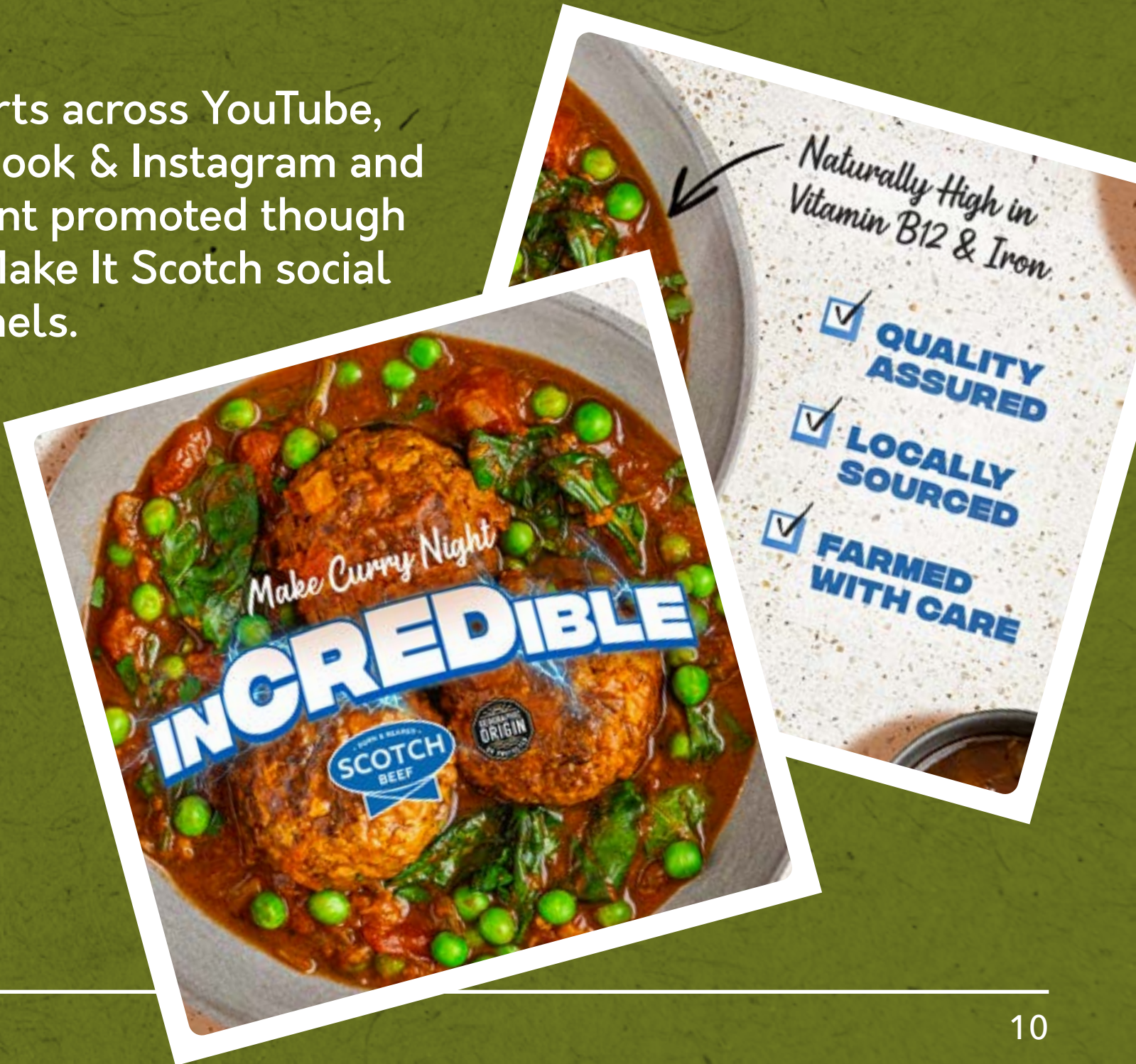
# 71%

Campaign set to reach 71% of all adults in Scotland.



30 second TV advert shown across STV, Borders and STV Player.

Adverts across YouTube, Facebook & Instagram and content promoted though our Make It Scotch social channels.





# QMS HEALTH AND EDUCATION ACTIVITY



## MISSION SUSTAIN

The game puts the user in the shoes of a livestock farmer and faced with decisions and challenges that will impact their farm’s environmental, social and economic sustainability. The game forms part of ‘learning for sustainability’, which is embedded in the national curriculum.



## CIRCLE OF LIFE

‘The Farming Circle of Life’ video has been designed to illustrate how our quality assured livestock farms, not only produce nutrient-rich red meat for us to eat, but also involve a range of interconnected natural cycles and ecosystems which benefit us all.



## FARMING FOODSTEPS

The digital initiative covers the journey from farm-to-fork and everything in between, including technology in farming, food production and health. Designed by Quality Meat Scotland (QMS), the platform also covers important messages around sustainability, the environment, food safety and careers.





# FOLLOW AND SHARE

Follow our channels and share our content throughout January (and beyond!)

 [@makeitscotch](#)

 [@makeitscotch](#)

 [@makeitscotch](#)

 [@makeitscotch](#)



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