



QMS is the Non-Departmental Public Body **responsible for helping the Scottish red meat sector improve its efficiency and profitability, and maximise its contribution to Scotland's economy.**

We market the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and promote Scottish pork products under the Specially Selected Pork Banner.

Our internationally recognised assurance schemes 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 rural economy, contributing over £2.1 billion to the annual GDP of Scotland and supporting around 50,000 jobs in the farming, agricultural supply and processing sectors.

With hundreds of years of tradition behind them, Scottish farmers pride themselves on meeting the high standards of today's modern meat consumers, at home and abroad.

QMS works with, and on behalf of, Scottish primary producers, processors, retailers, and the hospitality sector to secure a sustainable future for Scotland's red meat sector - gathering market insights and data on a vast range of issues of direct relevance to the Scottish and UK public policy landscape.

Our areas of expertise include:

Climate change, sustainability and the environment

International trade and the new UK/EU relationship

Economic impact and employment

Consumer trends, retailer engagement & Scottish red meat in the supply chain

Animal welfare

Nutrition, health and wellbeing

Education and skills

Scottish farmers and red meat producers are impacted directly by all of these issues, with these impacts brought into even sharper focus by the effect of leaving the EU as well as the national effort to address the climate emergency, recovery from the Covid-19 pandemic and the shock to the supply chain as a result of the war in Ukraine.

Our regular publications and communications, including monthly market reports, commentaries, and red meat industry profiles, have impact for primary producers and wider stakeholders. We are dedicated to working with Scottish policy-makers to ensure this impact extends to a shifting Scottish policy background – ultimately allowing QMS to deliver improved efficiency, profitability and sustainability for livestock farmers and others in the red meat chain in Scotland.


Quality Meat Scotland

Sign up for our monthly market update: qmscotland.co.uk

QMS & HOLYROOD – OUR WORK IN PRACTICE

Monitor Farm Programme

Following the success of the inaugural monitor farm programme run by QMS and AHDB Cereals and Oilseeds, the Scottish Government has agreed funding for a new programme starting in 2022. The aim of the programme is to establish a group of farms to serve as monitor farms to help improve the profitability, productivity and sustainability of producers through practical demonstrations, the sharing of best practice and the discussion of up-to-date issues. This whole farm approach will help Scottish farmers to make real developments in changing farm business management practices, resulting in improved agricultural efficiency, environmental management and mitigating climate change.

Scottish Red Meat Resilience Group

QMS established the Scottish Red Meat Resilience Group in 2019 to promote collaborative work across key membership organisations within the Scottish red meat sector. The Group undertakes detailed analysis into key industry issues such as education and skills, public procurement and sustainability, with subsequent action plans to reach solutions. The establishment of the Group also provides the red meat supply chain with a mechanism to speak with one voice on universal issues, as well as operating as a sounding board on industry challenges.

Through its work on sustainability, the Group has designed a net zero roadmap - working with governments and businesses of every size and geography, we undertake to improve the sector's environmental footprint as well as its financial and social prosperity.

How we can help

As a public body, QMS is able to share comprehensive data and insights from the red meat sector throughout the policy development process - informing and analysing the impact of policy on the red meat sector and, vitally, Scotland's farmers and food producers.

Our External Affairs team would be delighted to arrange briefings containing market insights, analysis and data from the red meat sector on-farm, in parliament, or in writing to assist your work.

Scottish Food and Drink Provenance

QMS provides quality assurance that offers total confidence to customers and consumers in domestic and world markets, and which supports Scotland's reputation as a land of food and drink.

Food and drink is a major strategic sector for Scotland, and QMS's overall strategy is targeted to make an important contribution to Scotland Food and Drink's target of growing the sector to £30bn by 2030.

QMS works to ensure that Scotch Beef, Scotch Lamb and Specially Selected Pork are granted Geographical Indicator status overseas, to highlight the premium characteristics of the products and protect their quality assured producers.

Industry Strategy and Planning

QMS works in close partnership with Scotland Food and Drink and other partners on long-term strategic planning for the Scottish red meat supply chains. Current key pieces of work include the Beef Sector Strategy, due to be published in summer 2022, which will set out how we intend to work with governments to reduce the sector's carbon emissions by 75%.

QMS seeks to align long-term objectives across supply chain segments in order to realise growth along the value chain that achieve social, environmental and economic goals, delivering for consumers and businesses alike.

Contact us

QMS would be delighted to work with you. You can contact us at:

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Scottish Red Meat Supply Chain

The Scottish red meat supply chain is interlinked in numerous ways. QMS promotes collaboration through the whole supply chain, giving confidence to invest in its future and improving consumer awareness that QMS assured products are among the most sustainably produced red meat in the world.

