

MEAT

THE FACTS





Our farmers are proud of the beef, lamb and pork they produce. There are loads of reasons you should be too!

Here are just a few things you might not know about the meat you eat...

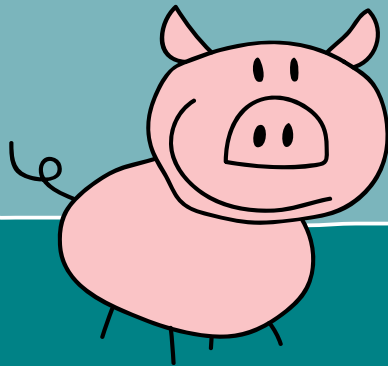




Did you know?

Scotland's farmers were first in the world to use quality assurance schemes to guarantee the standards of production of beef, lamb and pork. Our quality assurance schemes cover animals from farm to processor including feed, auction markets and transport.



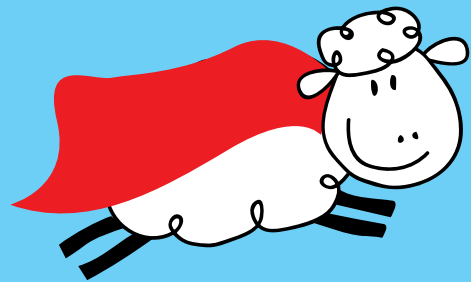


DID YOU KNOW?

Scotland's animal charity the Scottish SPCA works closely with farmers and others in the industry to ensure high standards of welfare.

SCOTTISH SPCA
Scotland's Animal Welfare Charity

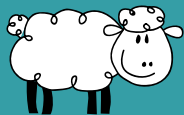




DID ewe KNOW?

Our livestock farmers are constantly looking for ways to keep animals healthy. Quality Meat Scotland industry development projects help to introduce techniques to achieve this.





Did you know?

Cattle and sheep can make good sense for the environment.

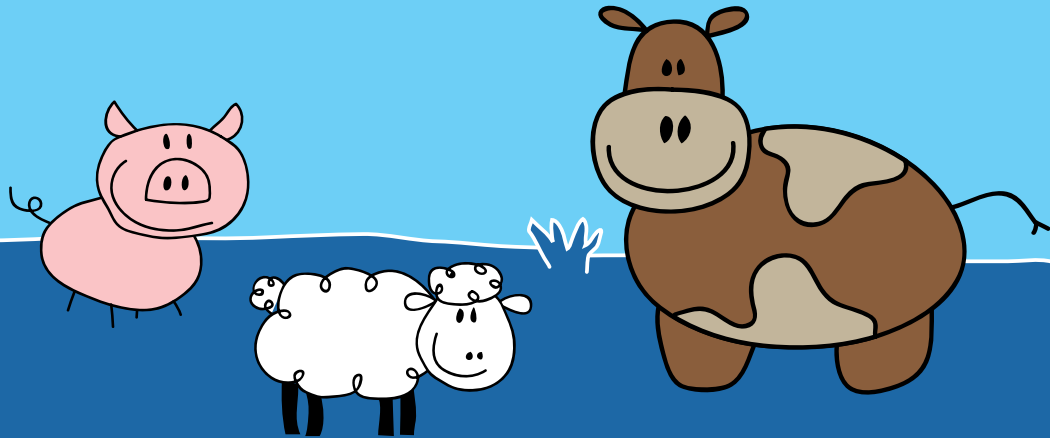
Grass and rough grazing covers around 80% of the land used for agriculture in Scotland. This land is not suitable for most crops, fruit and vegetables but perfect for cattle and sheep used to produce beef and lamb.





Did you know?

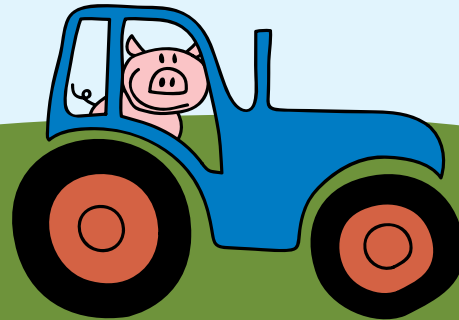
Beef and lamb producers play an important role in managing Scotland's landscape to help wildlife and ensure our countryside is rich and attractive.



Did you know?

Family farms are at the heart of our industry. The skills required to look after farm animals have been passed from fathers and mothers to sons and daughters for hundreds of years.





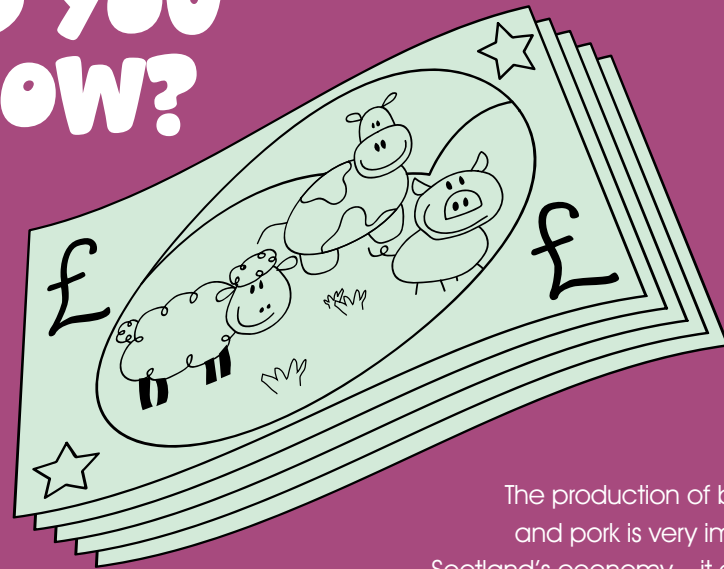
DID YOU KNOW?

There are lots of great jobs in the Scottish red meat industry and the wider food and drink sector. In fact around 50,000 jobs in Scotland are linked to the production of beef, pork and lamb. These range from developing exciting new meat product ideas to selling animal feed, auctioneering or working in a butchers shop.

You can find out more by visiting www.myworldofwork.co.uk



DID YOU KNOW?



The production of beef, lamb
and pork is very important to
Scotland's economy – it contributes
around £2 billion each year.



Did you know?

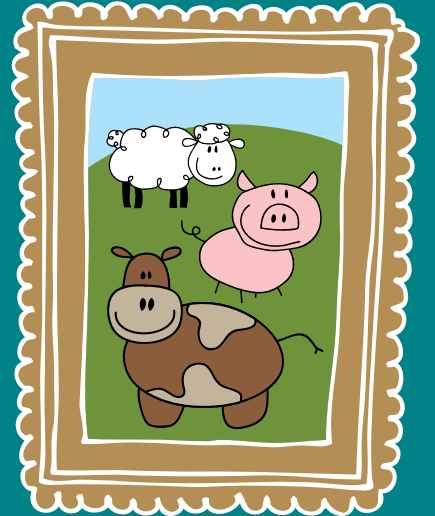
Your school can arrange for you to visit a RHET livestock farm in Scotland by contacting the Royal Highland Education Trust (RHET) www.rhet.org.uk Quality Meat Scotland is working with RHET to ensure even more school children get the opportunity to learn what farmers do by visiting a farm.





DID YOU KNOW?

Scotch Beef, Scotch Lamb and Specially Selected Pork are famous for their great taste. Top chefs around the world say the quality of meat produced in Scotland is second to none.





Did you know?

QMS undertakes a range of health and education activities to encourage awareness of the importance of red meat in a healthy, balanced diet and a good understanding of where food comes from. These include:

Cookery Demonstrations: We offer free education sessions and interactive cookery demonstrations to primary and secondary schools. The sessions cover healthy eating, farming, local production and other topics followed by a cookery demonstration where a healthy beef, lamb or pork dish is prepared.

School Meat Voucher Scheme:

Our Meat Voucher Scheme offers every secondary school home economics department in Scotland a voucher, worth up to £100, to spend on Scotch Beef, Scotch Lamb and Specially Selected Pork.

Farm visits: QMS works closely with the Royal Highland Education Trust (RHET) to support food and farming events across Scotland. Through farm visits, classroom talks and free resources, RHET aims to educate school children about food and farming.

Resources:

We produce a range of free resources to encourage young people to cook with local and natural produce. These include simple recipe booklets and aprons.



For more information about QMS Health and Education activities please visit our website www.qmscotland.co.uk or call us on: **0131 510 7920**

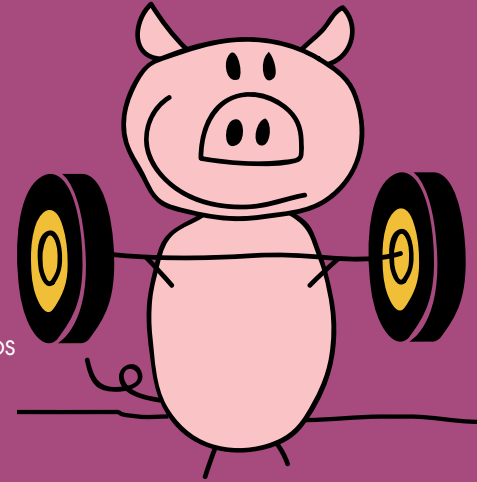


DID YOU KNOW?

Red meat contains lots of vitamins and minerals we need to keep healthy. Red meat is a rich source of protein which helps grow and repair our bodies.

Red meat is also one of the main sources of vitamin B12 which helps us fight fatigue.

Beef is one of the best sources of dietary iron. 48% of teenage girls and 27% of women are not getting enough iron. Beef helps the body to get more iron from other foods when eaten together.

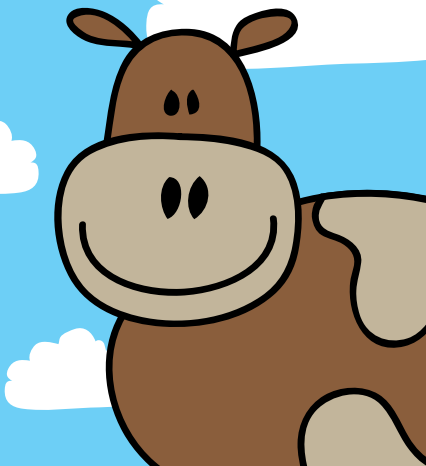


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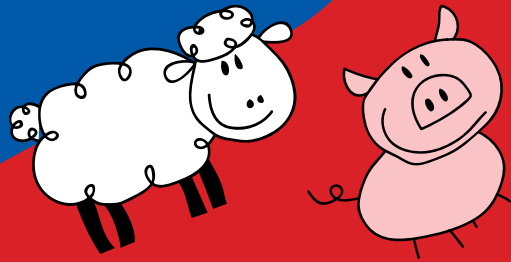
Top sportspeople, including Scotland rugby player and twice named Six Nations player of the tournament, Stuart Hogg, understand the importance of beef, lamb and pork in a healthy diet.

Red meat is a great source of protein, essential for the growth, maintenance and repair of the body as well as B-Vitamins and Minerals.

"In this job it is incredibly important to fuel your body correctly. All the training and conviction in the world won't make up for a diet that is not right." - **Stuart Hogg**



Did you know?



For more recipe ideas visit
www.scotchkitchen.com
and

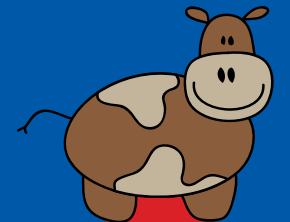
www.speciallyselectedpork.co.uk

Like all environmentally aware businesses the Scottish red meat industry is constantly looking for ways to be more efficient and to waste less.

This includes encouraging people to make the most of meat through imaginative use of leftovers.

The Quality Meat Scotland health & education team work with a variety of partners including Zero Waste Scotland.

 **Follow us on Facebook**
by searching for Scotch Kitchen



**Using leftovers
imaginatively
reduces waste.**



**So it all adds up.
Our red meat
industry is:**

*Good for the countryside
Good for the economy and
Good for you!*

For more information visit
www.qmscotland.co.uk

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