

#MeatingOurPotential

SOCIAL TOOLKIT



#MeatingOurPotential

The widening domestic beef supply gap is ours for the taking.

Scotland's beef sector has a huge **opportunity to grow** and meet the rising demand for domestic beef with 22,000 tonnes more beef, requiring 79,000 additional breeding cows. That's two more cows per herd each year for three or four years at the current reproduction rate! [More info here.](#)

The 'Meating Our Potential' partnership campaign with the Scottish Red Meat Resilience Group (SRMRG) is all about giving producers the tools to **increase productivity and profitability**, build **confidence** in the sector, **grow the national herd** and support the **future of our red meat supply chain**.



WHAT IS 'MEATING OUR POTENTIAL'?

We need **positive support** from everyone (including industry, decision makers, and society) to **inspire confidence in growing our production capabilities** and to mitigate unnecessary increased reliance on imported red meat from elsewhere.

By **increasing production now**, we can help safeguard the future of the sector and generate £281m in output and £76m in GVA for Scotland's economy.

Growing Scotland's herd helps maintain high standards of **quality, traceability, and sustainability**, supporting both consumers and the environment.

Together, we can make small, impactful changes and collectively *Meat Our Potential*.



WHY SHOULD WE MEAT OUR POTENTIAL?

Producer Toolkit - Primary Themes

Hosted on the 'Meating Our Potential' webpage is a producer toolkit providing support, tools, and expertise to increase business productivity and grow herds. The three key themes are:

- Productivity**: Empowering producers with tools and knowledge to increase efficiency and output
- Profitability**: Supporting financial success and sustainable returns for beef producers
- Growth**: Unlocking Scotland's potential to expand beef production and meet domestic demand

These themes will be rolled out over summer 2025....



A couple more cows per herd each year, over the next three to four years, would realise Scotland's economic potential by 2030

THEMES AND MESSAGING

Key Messages

- Increased productivity drives the **success** of Scotland's beef sector
- Profitable producers are the foundation of a **thriving** red meat industry inc. sheep sector etc.
- Growth in Scottish beef production **strengthens** our food security
- Investment in these areas' **benefits** producers, consumers, and rural communities
- Together, we can grow a **more productive and profitable beef sector**
- Consumers back Scottish farmers** and our economy – 90% would choose Scottish beef, lamb and pork even if imports were 30% cheaper



Meating Our Potential could generate an extra £76m in GVA for Scotland's economy

THEMES AND MESSAGING



Example social copy:

The widening domestic beef supply gap is an opportunity, but we must act now! With the right support, our producers can increase productivity, profitability, their cattle herd numbers, and help secure Scotland's economic potential.
#MeatingOurPotential

Find more examples [here](#).

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Your voice matters in making this campaign a success.

Share a story, **engage** with the movement, use the hashtag, tag us in your posts, and **help raise awareness** about the importance of boosting Scotland's beef production.

**GET INVOLVED ON
SOCIAL MEDIA**

Find all the assets for the
Meating Our Potential campaign

here.

Campaign webpage address:
<https://qmscotland.co.uk/industry-development/meatingourpotential>

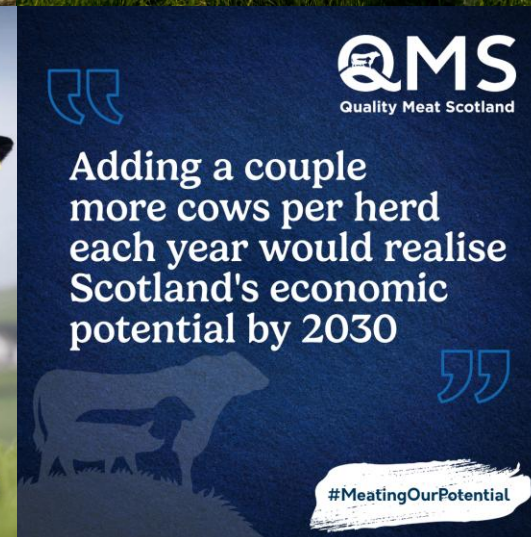
[Topic-Sheet-Meating-our-Potential-FINAL.pdf](#)

Why not use the brushstroke logo on
your own social assets?

#MeatingOurPotential



Industry Support
Hub QR code



RESOURCES TO USE AND SHARE

QMS Website address:
<https://qmscotland.co.uk/>

Campaign webpage address:
<https://qmscotland.co.uk/industry-development/meatingourpotential>



Contact the team for more information:

QMS Director of Communications & External Affairs: Holly McLennan

hmclennan@qmscotland.co.uk

QMS Communications Manager:

Laura Clark

lclark@qmscotland.co.uk

Get in touch if your organisation would like to **sign the #MeatingOurPotential pledge!**

CONTACT US