

The image features two skewers of grilled meat and vegetables, likely beef and lamb, arranged diagonally across the frame. The skewers are resting on a light-colored wooden cutting board. The background is a soft-focus outdoor setting with warm, golden light, suggesting a sunset or sunrise. The text "Make it with Field Cried" is overlaid on the left side in a white, handwritten-style font. Below it, the words "Autumn Campaign" are written in a black, cursive font on a white brushstroke background. In the bottom right corner, the QMS logo is displayed, consisting of a stylized horse head icon followed by the letters "QMS" and the text "Quality Meat Scotland" underneath.

Make it with

Field Cried

Autumn Campaign

 **QMS**
Quality Meat Scotland



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Overview

- ✓ Make It with Field Cred returns with a special focus on lamb to coincide with Love Lamb Week.
- ✓ Launches on 1st Sept for 6 weeks.
- ✓ Campaign reach will be **1.5m** - highly targeted to our audience profiles.
- ✓ Building on success of our summer campaign.



Love Lamb Week

The seventh year of Love Lamb Week (LLW) is to be centred around the sustainable qualities lamb brings to the dinner table.

Running from 1st - 7th September 2021, this year's LLW will ensure consumers are not only reminded about how good lamb tastes, but also reassure them that British lamb is amongst the most sustainable in the world.

As with previous years, the industry-wide initiative is supported by AHDB, the National Sheep Association (NSA), the National Farmers Union (NFU) and National Farmers Union Scotland (NFUS), Meat Promotion Wales, Quality Meat Scotland, Livestock Meat Commission Northern Ireland, The Ulster Farmers' Union and Red Tractor.

LOVE
LAMB
WEEK

Lamb Kid Diaries

Working with Go Rural families to produce on farm videos for consumers and children in school that will both dispel the myths around the field to fork journey and also educate them about the benefits of eating Scotch Lamb as part of a healthy balanced diet.

Look out for the videos on the QMS social channels during Love Lamb Week and share with your own followers. during Love Lamb Week and share with your followers.

Make It with Field Cred campaign

We will be seen across:

OOH (digital billboards)

- ✓ High impact lamb advert displayed at the Edinburgh Arch for two weeks from 1st Sept to celebrate LLW and Field Cred
- ✓ 21 Asda sites will promote Scotch Beef PGI from 23rd Sept to 6th Oct
- ✓ 23 Tesco sites will promote Scotch Lamb PGI from 1st Sept to 30th Sept



Make It with Field Cred campaign

Social media

Facebook & Instagram adverts using highly engaging formats like instant experience (canvas) and carousels in a similar strategy to Summer. Again, focusing on a upweight around LLW.



Share the Cred

Don't forget to follow, like and share to help spread the message of Field Cred further!



@makeitscotch

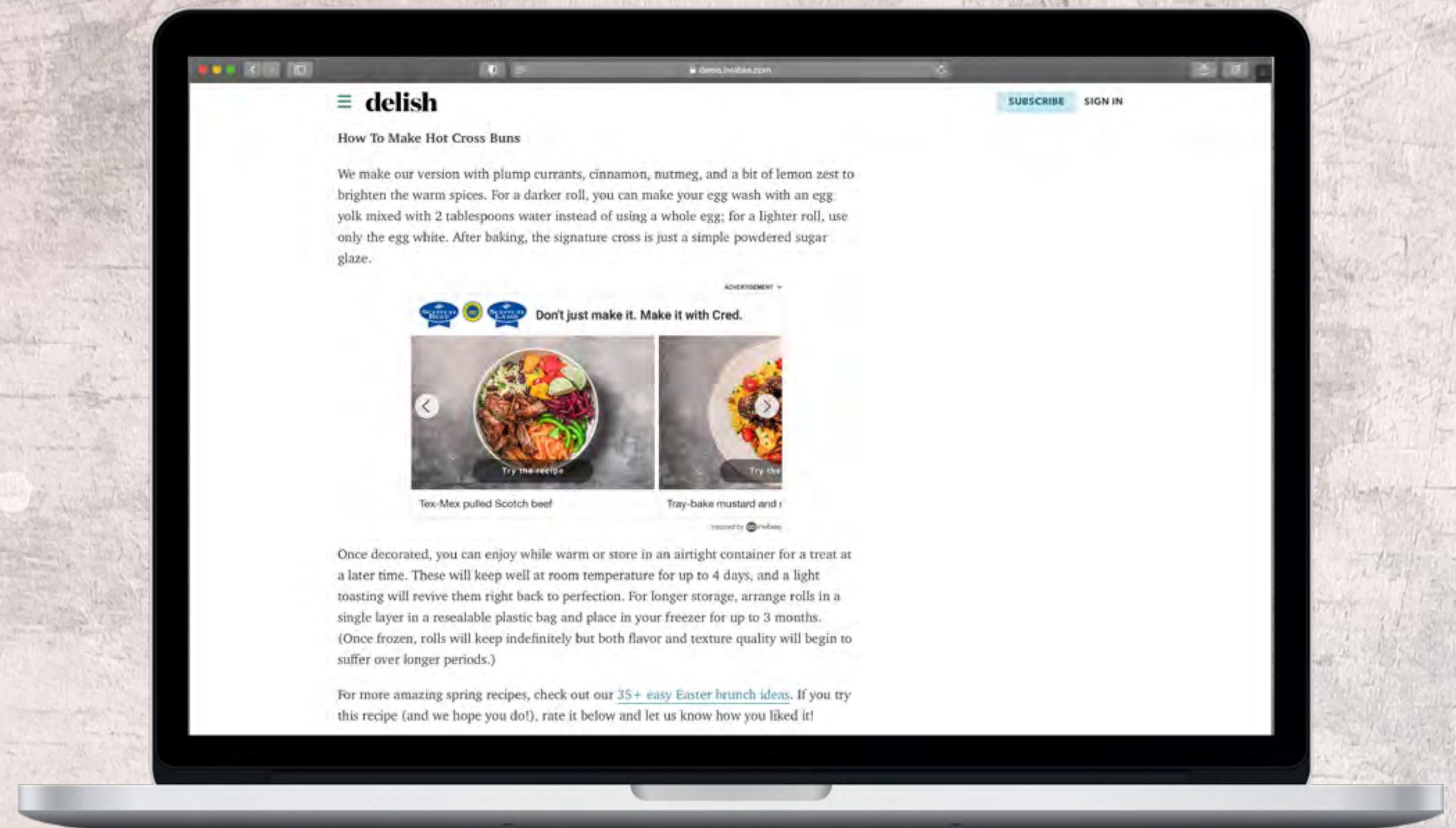
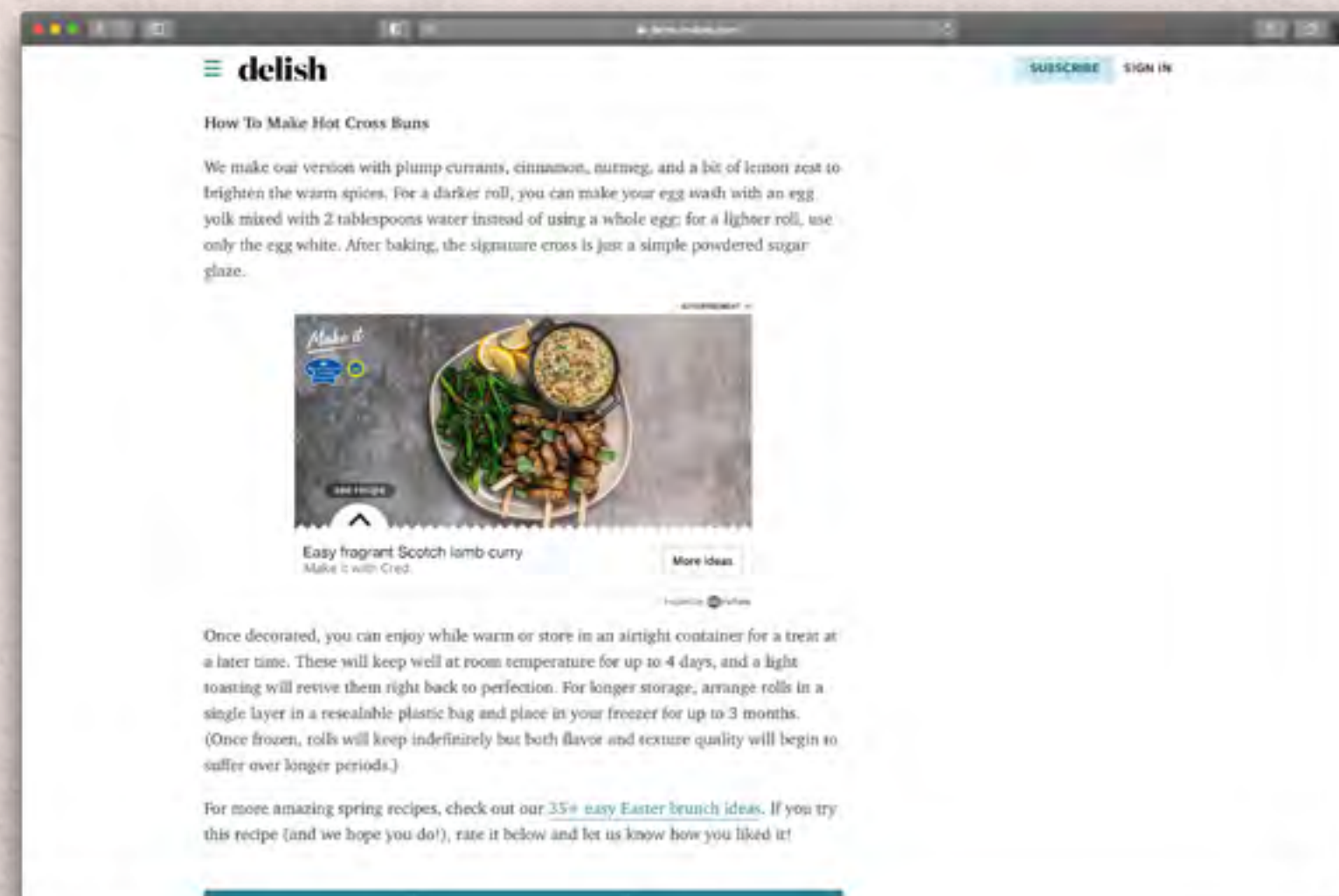


fb.com/makeitscotch

Make It with Field Cred campaign

Digital

Highly targeted digital adverts providing recipe inspiration and promoting 'field cred'





Recipes

Recipes with Cred



Easy fragrant
Scotch Lamb PGI Curry



Scotch Beef PGI and
spinach gnocchi



Smokey chilli Specially Selected
Pork with wilted kale

Recipes with Cred



Tex-Mex pulled
Scotch Beef PGI



Tray bake mustard and mango
Scotch Lamb PGI chops

Butchers with Cred

LLW kits will be sent to our **250+** Scotch Butchers Club members to help them spread awareness of the campaign.

Shop with
Cred
this love lamb week

THE SCOTCH
Butchers
CLUB
THE CRAFT. THE CUT.

LOVE
LAMB
WEEK

SCOTCH
LAMB

Turn over for the perfect Scotch Lamb PGI tray bake recipe.

Mustard and mango Scotch Lamb PGI chops

Serves **4**
Preparation time **25** mins
Cooking time **25** mins

Method

- 1 Preheat the oven to 220°C/200°C fan oven/gas 7. Season the lamb lightly. Heat half the oil in a large frying pan and seal the lamb for 1 min on each side. Drain, reserving the pan juices and put the lamb on a plate.
- 2 Mix the mustard and mango chutney together and spread over the tops of the chops. Leave aside.
- 3 Bring a saucepan of water to the boil, add the cauliflower, bring back to the boil and cook for 2 mins to soften slightly but not cook through. Drain well.
- 4 Reheat the pan juices with the remaining oil and fry the onion for 5 mins. Stir in the chickpeas and turmeric and season lightly. Gently stir in the cauliflower, mix everything well and cook, stir for a further 1 min, transfer to a lined baking tray and spread out evenly.
- 5 Arrange the lamb chops on top and bake for 15 mins until just cooked through.
- 6 Remove the lamb and vegetables from the dish with a slotted spoon. Mix the cherry tomatoes into the vegetables and serve with pilau rice and chopped green chilli.

- ✓ 2tbsp plain mango chutney
- ✓ 400g can chickpeas in water
- ✓ 500g small cauliflower florets
- ✓ 1 medium onion
- ✓ 1 1/2 tbsp ground turmeric
- ✓ 225g cherry vine tomatoes

**#LOVE
#LAMB**

Discover more about Scotch Lamb PGI at makeitscotch.com

Watch out for

To celebrate Foraging Fortnight (11th to 25th September) QMS have partnered with restaurateur Andy Waugh of Mac and Wild to create a series of videos pairing local foraged ingredients with quality Scotch Beef and Lamb:

The foraged burger

Smashed aged beef patty, wild mushroom puree, foraged pickles

Lamb chops & foraged sauce

Candied ceps, cob nuts, foraged greens, rapeseed oil

Beef shortrib & crazy sticky glaze

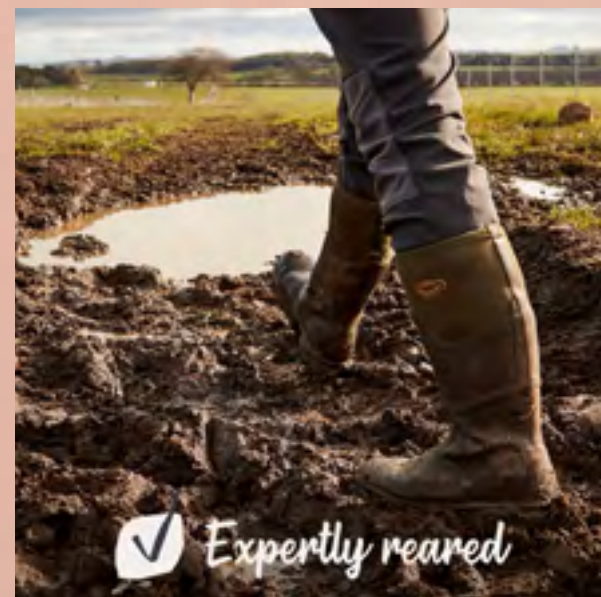
Birch syrup, pickled seaweed, foraged kimchi, beef fat crumb

Follow our [@makeitscotch](#) channels to watch and share the video series during Foraging Fortnight



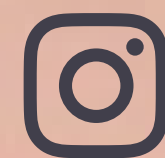
Get involved

Give us a follow and share the Cred on your own social channels.



Don't forget to tag us

You can tag us using the below handles and give us a follow if you haven't already.



@qmscotland
@makeitscotch



fb.com/qualitymeatscotland
fb.com/makeitscotch



@qmscotland



@makeitscotch



The finishing touch

When posting, please use these hashtags:

#makeitscotch

#makeitwithcred

#autumnrecipes

#meatwithintegrity

Thank you for your support.

For any further information, please contact
info@qmscotland.co.uk

