

Make it with

Field Cled

Summer Campaign

 **QMS**
Quality Meat Scotland



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Make It With Cred is the new advertising campaign from Quality Meat Scotland (QMS), which has continued to grow momentum since its launch on 14th June 2021.

It aligns with our consumers' beliefs, bringing credibility and real meaning to 'Meat with Integrity'. Giving Cred to everything from Scotch Beef to Scotch Lamb, from seasonal eating to ethical reassurance and sizzling recipe inspiration.

Through targeted media and influencer partnerships it is set to reach **73%** of 18-39 year olds in Scotland.

*Watch our campaign
video to learn more*



Spread the word

We'd love for you to show some support by posting about Make It With Cred on your social media channels.

A photograph of a white plate containing a salad. The salad includes large pieces of cooked meat, green lettuce, spinach, red onions, and small green olives. Several ingredients are shown floating in the air above the plate, creating a sense of motion. A white banner with a torn edge is superimposed over the center of the image.

New activity to look out for

Midge proof marinade hack

The great Scottish summer is upon us, and that means one thing - midges. With a bumper hatch expected this year, we have teamed up with experts to create a simple marinade and dip to beat the ferocious Highland Midge.

Working with Scotland's leading midge expert Dr Alison Blackwell and chef Paul Green of The Torridon Hotel, the marinade is made from a tasty combination of midge-proof herbs and spices, including rosemary, thyme, bay leaves and garlic. When added to beef and barbequed, the game-changing recipe releases aromas that form a natural midge deterrent, meaning you won't be eaten alive while eating outdoors.



Why not get involved and try our midge proof marinade yourself?
Share your creation across social media and don't forget to tag
@makeitscotch in your efforts.



Midge proof marinade hack

Ingredients

- ✓ 2 garlic cloves
- ✓ 5g rosemary
- ✓ 5g thyme
- ✓ 2 bay leaves
- ✓ Black peppercorns
- ✓ 1tsp Dijon mustard
- ✓ Lemon juice
- ✓ Tabasco
- ✓ 15ml Worcestershire sauce
- ✓ 60ml olive oil
- ✓ 300g cubed Scotch Beef



Click here to watch our midge proof marinade video
which will be shared across Tik Tok & Instagram this summer.

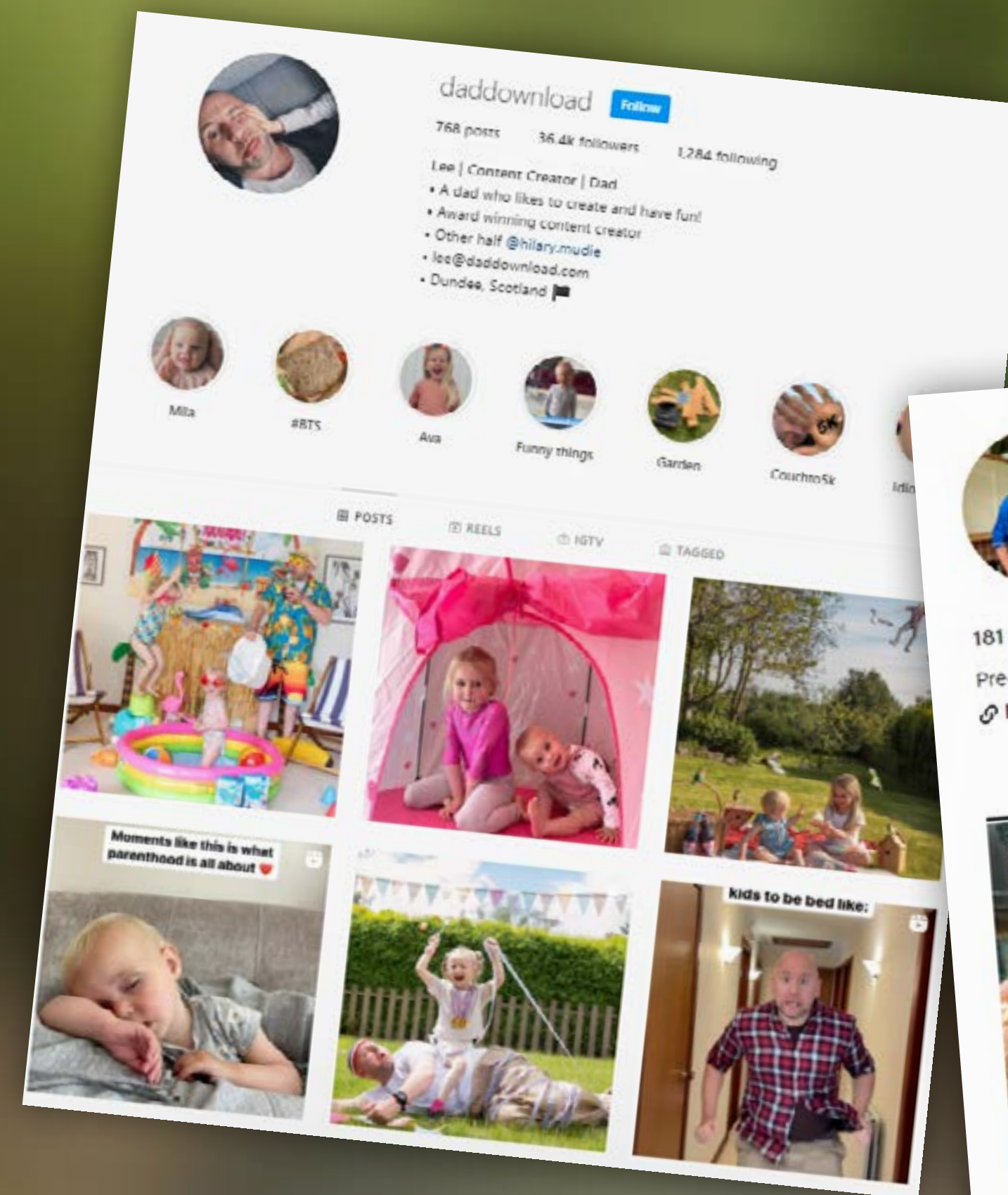
Method

- 1 In a mixing bowl, add garlic, rosemary, thyme, bay leaves, a few black peppercorns, Dijon mustard, a squeeze of lemon juice, a few drops of Tabasco, Worcestershire sauce and olive oil.
- 2 Add the cubed Scotch Beef into the mixing bowl and stir with the sauce to marinate.
- 3 Marinate in the fridge for one hour.
- 4 Once marinated, skewer the beef cubes and season with sea salt.
- 5 Cook on the BBQ for 8 minutes, turning halfway.
- 6 Serve with your favourite dip and watch as the midges clear!

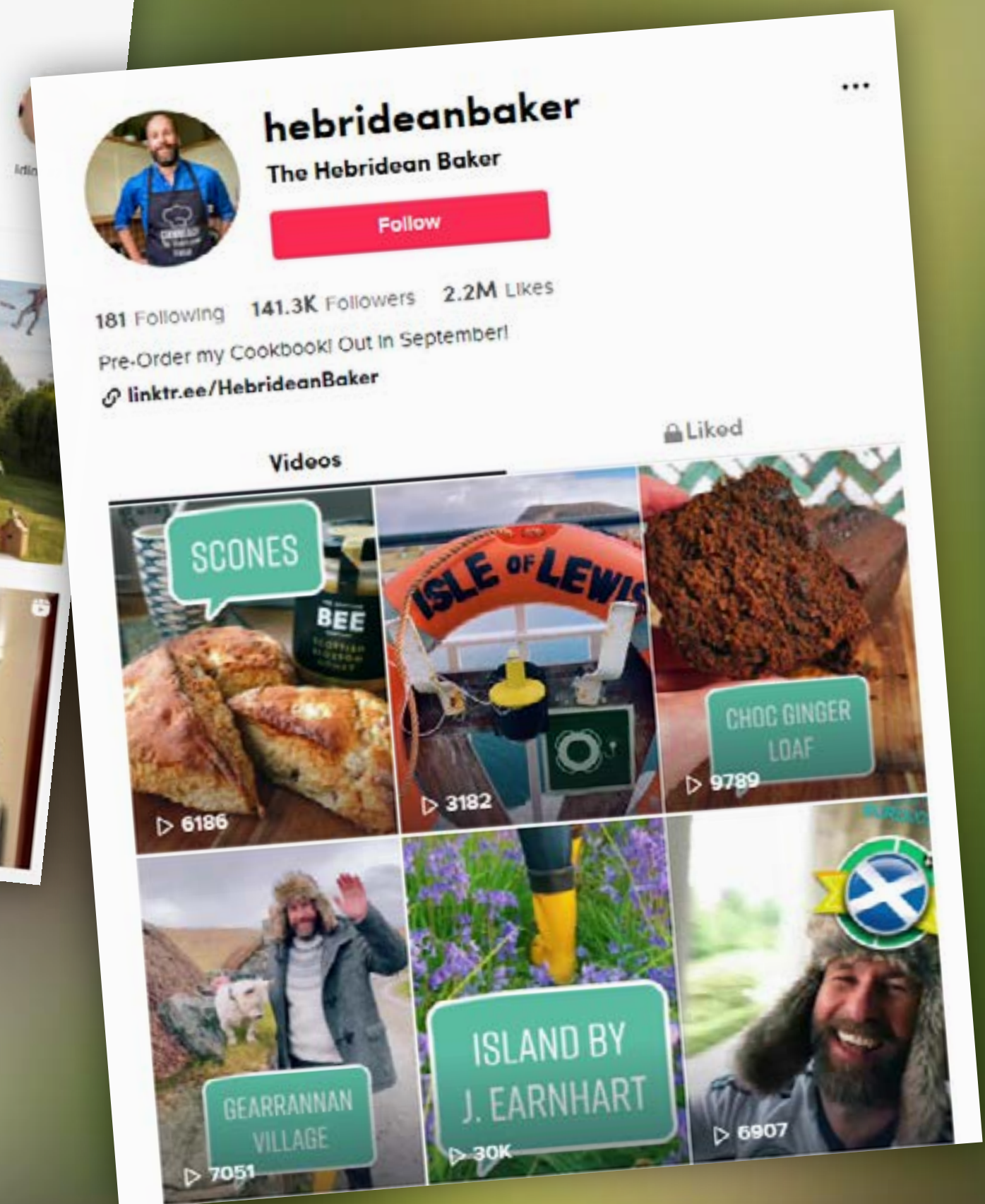
Influencers with Cred

We're partnering with influencers who have interests and values that align with the messages our audience want to see.

Keep an eye on their accounts over the coming weeks to see how they get on with our midge proof marinade!



Combined following
of 175K followers



Make it Scotch social activity

Have you been following our @makeitscotch activity across Facebook, Instagram and Twitter?

Our consumer-focused social media channels have been bringing Field Cred to the conversation. Giving Cred to everything from Scotch Beef to Scotch Lamb, from seasonal eating to ethical reassurance and sizzling recipe inspiration.



Share the Cred

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



@makeitscotch



fb.com/makeitscotch

Watch out for

Partnerships with Cred

QMS are partnering with Go Rural and Visit Scotland over the coming weeks on a series of paid online and print features across The Times, Sunday Times Travel Guide and The Scottish Sun.

This partnership aims to raise awareness and bring Field Cred to Scotch Beef and Scotch Lamb as part of agritourism farm stays and experiences.

Press Cred

Look out for the featured recipes with Field Cred!

Across Scotland there's a lot going on



Field to fork foodie experiences, great accommodation, exciting

More than ever our time is about making the most of being out and about on adventures, enjoying experiences and making memories with friends and family. Discover a warm welcome and a huge choice of things to do on one (or more) of Scotland's farms.

GO RURAL ACROSS SCOTLAND DOWN ON A FARM

What better way to boost mind, body and soul than outdoor adventures and experiences on a Scottish farm? Here are some of the best:

Portnellan Farm Speedboat Tours, Gartochan, Dumfriesshire
Experience the thrill of traveling at speed over water, or cruise slowly around the islands of Loch Lomond and enjoy the breathtaking scenery. Hire kayaks or stand-up paddleboards to explore – or join a guided tour of this organic farm. Stay in the Old Farmhouse or rustic bell tent.

Bellevue Farm Tours, Blackwaterfoot, Isle of Arran
Enjoy a relaxing walk around the farm, meeting the cattle and sheep along the way. Stop hello to special friends, including donkeys, a miniature Shetland pony, chicks, rabbits, ducks, hens and alpacas. Take a look at the tractor and hear the story of life on a working island farm.

Jacksons of Jedburgh, Scottish Borders
Hire aboard a trailer for a Highland Coo safari and walkie-talkie tour of the farm – a great way to get up-close to these iconic animals and learn how they are reared. Build dens in the woodland area, meet lambs, goats, pigs, hens and ducks, or relax with a coffee while children play in the sand pit.

Lennox of Lomond, Luxa, Dumbartonshire
A great way to experience life on a working hill farm. Take a quad bike trailer tour across the fields, get up close to grazing sheep and cattle and enjoy some of the farm's most scenic spots. For something more hands-on, join seasonal farm activities or try some stone dyking.

Semwick Alpacas, Borgue, Dumfries & Galloway
Meet the adorable and super-friendly alpacas and take them with you on a guided trek around this 320-acre farm on the beautiful Solway Coast. Learn about these playful creatures, their history and relationship with humans, take in the stunning views and hear all about other livestock on the farm.

Lindores, Newburgh, Fife
Bring your own bike or horses to this luxury, five-star rural retreat. Stable your four-legged friend in comfort and test your skills on the 45-acre cross-country course. There's also biking for kids, providing young ones with their own outdoor adventures and classes to teach them how to maintain their cycles.

Carfax Farm Holiday Cottages, Haddington, East Lothian
Luxury self-catering cottages at the foot of the Lammermuir Hills. Enjoy guided walks or try the Mindful Loch Swimming and Forest Bathing experience with WanderWomen, at Dunkies Loch on the farm. A great base to explore the local area, including beaches and Glenkinchie Distillery.

Old Leckie, Gargamock, Stirlingshire
Explore this 300-acre farm on foot or quad bike and meet cows, sheep, pigs and hens. Help collect the eggs and try the tasty fruit and veg grown here – or step back in time and walk in the footsteps of Bonnie Prince Charlie, who feasted with his clan chiefs in Old Leckie Farmhouse.



farm activities for the whole family... and stunning scenery

UNFORGETTABLE FARM BREAKS

A Scottish farm stay is the ideal way to get away from it all and relax in our beautiful countryside. Here are a few farm favourites.

Craigmadde Muir, near Milngavie, Glasgow
This beautiful glass-fronted roundhouse, clad in Scots Larch and topped with a living roof, is nestled in a Silver Birch woodland high on a hillside – a luxurious, romantic getaway perfect for couples. Enjoy idyllic views from the 180-degree glass front – or from a hot tub on the deck.

Peat Farm, Whittemuir, Angus
Stay in the Old Cow Byre or the Old Butty, both converted from 17th century farm buildings, and situated at the foot of Glenisla near the spectacular Breckie Linn Waterfalls. Enjoy walking, cycling, golf and fishing locally. Luxury glamping pods with a wood-burned hot tub are also available.

Amprion Glamping, Stirling
Enjoy a stay at this eco-friendly and luxury glamping pods and caravans. The pods sleep up to five and all have their own private hot tub and a fire pit. There's even an indoor swimming pool. Unwind in the beauty and calm of the Stirlingshire hills or head out to explore the local area.

Guardswell Farm, Kinaird, Perthshire
Escape from it all with a break in one of the cottages, the farmhouse or one of the cow huts with wood-burning stoves and outdoor fire pits. Enjoy stunning views of the Cairn of Gowrie, gaze at the stars and listen to the sounds of the countryside all around you.

The Mill at Fearn Farm, Fearn, Ross-shire
The ideal place to bring friends and family together, this spacious property consists of two houses, linked via an internal door. The Mill sleeps 10 and the View End four. Enjoy a private patio, wood-burning stove and wonderful views of the farm and the sheep and cattle from all the en-suite bedrooms.

East Side Cottages, Penicuik, Midlothian
Set in the rolling Pentlands Hills Regional Park, this working sheep farm is a paradise for walkers. Stay in one of the cottages, converted from an 18th-century farmstead, enjoy breathtaking views and the challenge of cross-walks, including South Black Hill, Hare Hill, Scald Law and The Kips.

Craiglockie Shepherd's Hut, Dunfermline, Fife
Hand-crafted shepherd's huts, Five View and Lamb Lookout, provide luxurious glamping accommodation for up to two adults and two children. Enjoy views of Loch Fife, barbecue on the firepit, dine al fresco and taste marshmallows as you gaze at the stars.

Duncan Family Farms, Gartness, Stirlingshire
This Larch-clad self-catering accommodation is ideal for walkers tackling the West Highland Way, cyclists on the National Cycle Route 7 or the John Muir Way Cycle Route, as well as visitors. Or you could head to cozy and luxurious Salsburgh Cottage, near Arrochar, a brilliant base for Munro buggers – with breathtaking views.

Explore more things to do and working farms to stay on at goruralscotland.com. To help plan your trip and for more inspirational things to see and do, go to visitscotland.com. And remember to always book ahead and enjoy responsibly.



VISITSCOTLAND.COM



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



@qmscotland
@makeitscotch



fb.com/qualitymeatscotland
fb.com/makeitscotch



The finishing touch

When posting, please use these hashtags:

#makeitscotch

#makeitwithcred

#summerrecipes

#meatwithintegrity

Thank you for your support.

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

