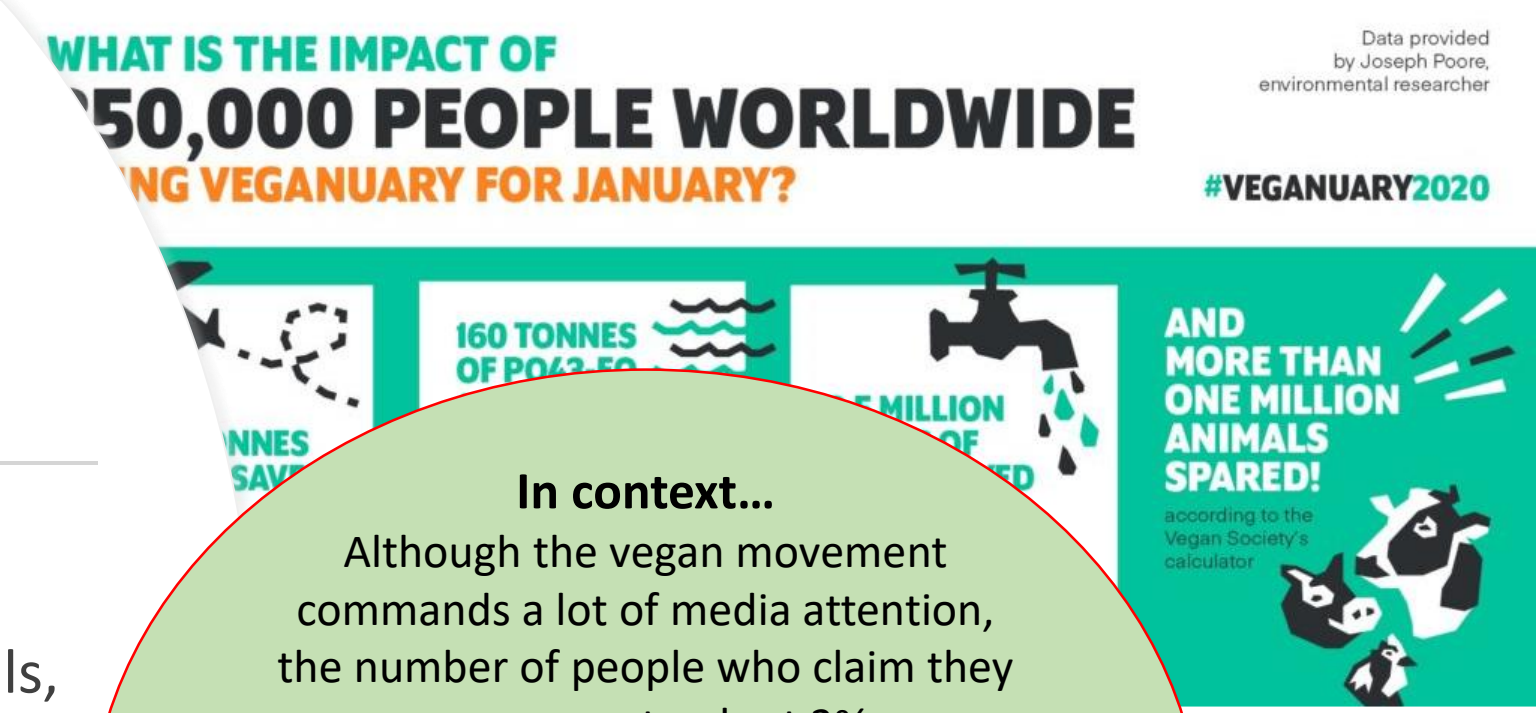
QMS

Our red meat industry

Welcome to the 3rd edition of our red meat industry shout out.

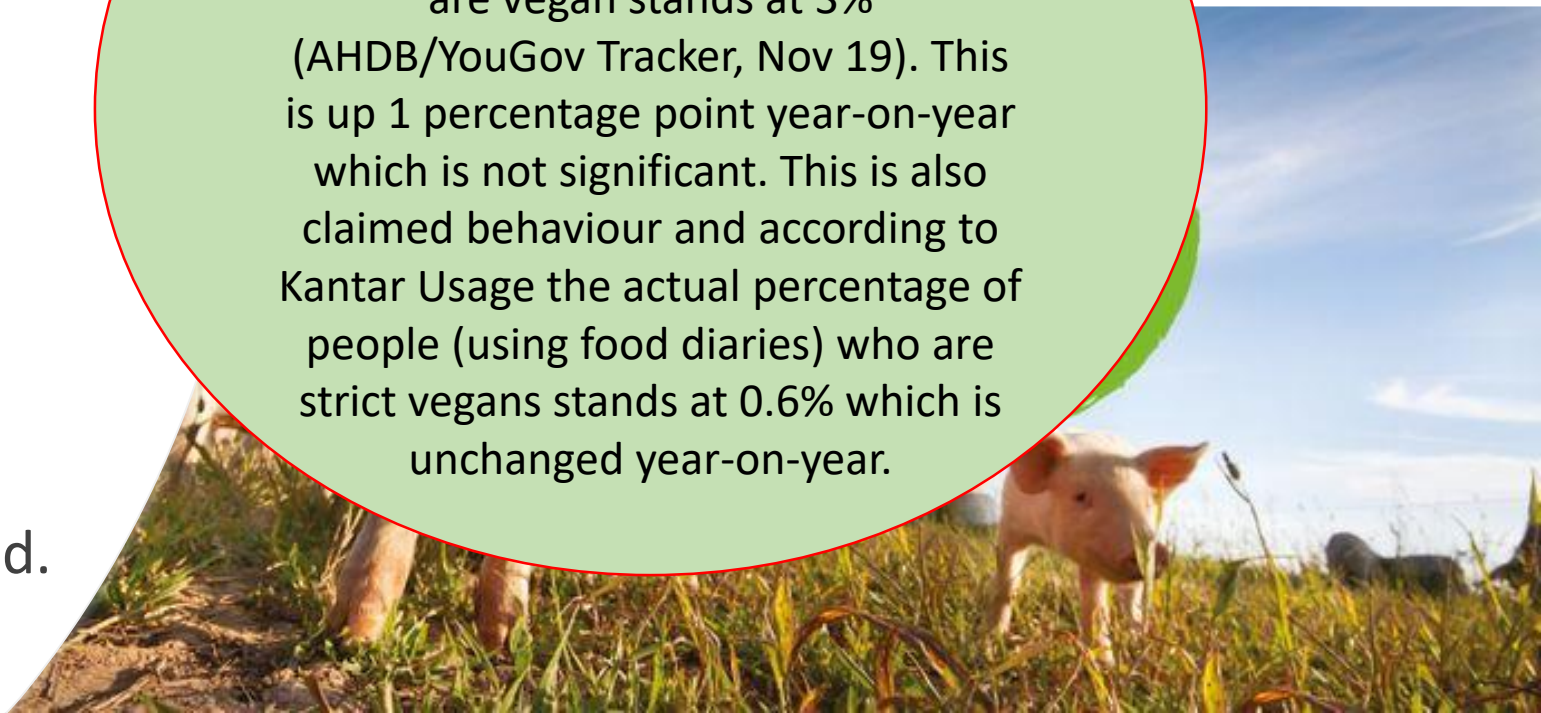
The Scottish red meat industry's exceptional sustainability credentials, as well as the important role red meat plays in a healthy balanced diet, were heard loud and clear thanks to a programme of promotional activity in January.

- This edition showcases the key activities and coverage generated.



In context…

Although the vegan movement commands a lot of media attention, the number of people who claim they are vegan stands at 3% (AHDB/YouGov Tracker, Nov 19). This is up 1 percentage point year-on-year which is not significant. This is also claimed behaviour and according to Kantar Usage the actual percentage of people (using food diaries) who are strict vegans stands at 0.6% which is unchanged year-on-year.



Protecting our industry

Briefing packs on Veganuary and the IARC report were circulated to key stakeholders. Both were well received.

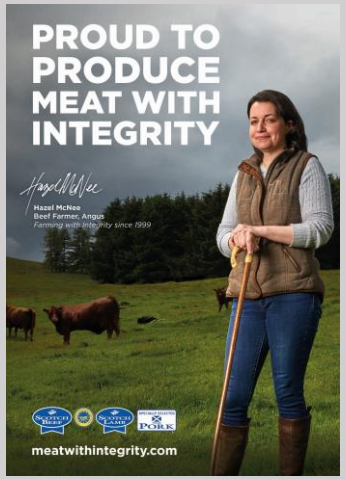
- Alan Clarke, QMS Chief Executive; Kate Rowell, QMS Chair; and Lesley Cameron, Director of Marketing and Communications; had a productive meeting with Donalda MacKinnon, Director of BBC Scotland. Both parties agreed, that where possible, we could work together to present a more balanced view of the red meat industry. We have scheduled regular calls with BBC Scotland to keep them informed of projects we are working on and they have agreed to contact when key farming information needs qualified.

- Following the meeting, Jennifer Robertson, QMS Health and Education Manager was interviewed for BBC Reporting Scotland on the impact of Veganuary on Scottish farmers.

BBC Scotland

Protecting & promoting our industry

- Our Meat with Integrity campaign reached over a million consumers through a combination of out-of-home advertising, online video advertising and boosted activity across the Scotch Kitchen's social media platforms.
    - In response to the recent Committee on Climate Change (CCC) report, QMS Chair Kate Rowell appeared on BBC One's Politics Scotland programme to highlight the Scottish red meat industry's fantastic sustainability credentials and the important role red meat has in a healthy, balanced diet.
- As part of ring-fenced fund activity in partnership with AHDB and HCC, an advertorial on one of the most visited websites in the world, The Daily Mail Online, ran the health benefits of red meat. The article, available here, was viewed over 140k times and shared nearly 800 times.



Protecting our industry

- QMS contacted Macmillan to express grave concern about their *'Go Meat Free for March'* campaign. Macmillan replied advising they were not promoting or advertising the campaign further.

- QMS has also written to Cancer Research UK raising the same concern, we are waiting for a response.

- QMS provided a comment to media on the motion to cease the sale of all beef products in Edinburgh University Student's Association cafes and restaurants.

Protecting & promoting our industry

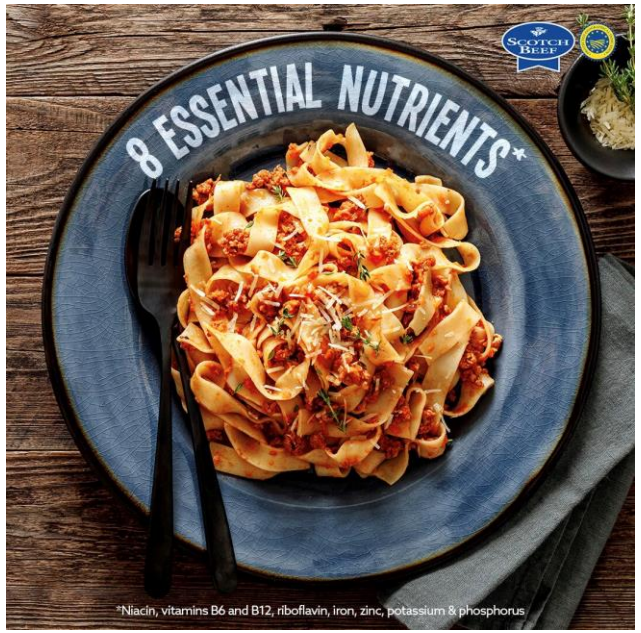
Ring-Fenced Fund Activity with AHDB and HCC

- An advertorial was placed in the British Dietetic Association (BDA) member magazine *Healthier You*. The biannual magazine, which is read by approximately 3 million consumers is distributed to subscribers and also via healthcare professionals.

- Media Medics with strong social followings, such as Dr Alex George, Dr Joshua Wolrich and Priya Tew, posted content on Blue Monday (the most depressing day of the year) which showcased that lean red meat can help to reduce tiredness and fatigue. The posts resulted in nearly 600k views.

- Celebrity Masterchef finalist and family man, Spencer Matthews, has spoken to consumer media including the S Magazine, The Sunday Express' supplement, Closer and OK magazines on the benefits of eating red meat.

Follow Quality Meat Scotland (QMS) on Facebook, Twitter and Instagram to share key health facts.



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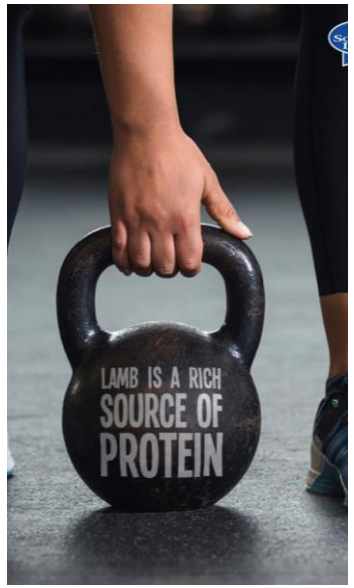
Protecting our industry the facts

Contact QMS to request a downloadable file of infographics



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Protecting our industry the facts

Developing our industry

- QMS, alongside partners MLCSL have delivered four Meat The Market workshops in recent weeks, working with processors Woodhead's up in Turriff and Scotbeef at Bridge of Allan. These workshops look at how farmers can maximise their return from the marketplace by presenting clean animals in the target specification in terms of weight, conformation and fat for a particular market. There is also a chance to make use of valuable feedback from abattoirs both from carcase weight and spec as well as any health issues that may cause downgrades or condemnations.

- The final Monitor Farm Scotland meetings are in full swing, where host farmers are highlighting the positive impact on business profitability and sustainability they've experienced from changes that have been made as a result of the three-year programme. Upcoming meetings are Lochaber on the 20 February, Angus on the 27 February, Nithsdale on the 27 February and North Ayrshire on the 28 February. For more details and results of on-farm trials, head to the Monitor Farm Hub: https://www.monitorfarms.co.uk/hub/about-us.

Developing our industry

Scotland's next generation of rugby talent has swapped the pitch for the kitchen to attend a series of workshops all about the benefits of red meat.

The first of four 'Red Meat Cookery and Nutrition' events, delivered in partnership between the FOSROC Scottish Rugby Academy and Scottish Rugby Healthy Eating Partner Quality Meat Scotland (QMS), saw players learn about the important role red meat plays as part of a healthy, balanced diet.

As well as learning top tips on nutrition, students also heard from leading chef Scott Lyall, who covered some essential kitchen skills, the importance of preparation and then demonstrated three Scotch Beef PGI dishes – Meatballs with Ginger Noodles, Mediterranean Meatballs with Couscous and Scotch Beef Burgers with pesto.

The players then went head-to-head to replicate the three dishes, building skills such as knife work, food preparation and portion control all while delivering a tasty, top quality dish.

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Developing our industry

- Last month QMS held its first parliamentary reception at the Scottish parliament. Over 130 key stakeholders and MSPs attended the event.
- Both Alan Clarke and Kate Rowell presented QMS's strategy which highlighted the importance of working in collaboration with both the Scottish Government and our stakeholders.
- Peter Chapman MSP introduced and closed the evening with Fergus Ewing, MSP Cabinet Secretary for the Rural Economy speaking about the challenges the industry is facing and how the Scottish Government will support.
- The evening was well received and an event we will certainly repeat.

Last chance to book

Click here for more information