

News Release
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*For immediate use*

**Lights, Camera, Action: QMS searches for The Scotch Farm Factor**

In line with changing consumer trends and building upon recent and highly successful digital marketing campaigns, Quality Meat Scotland (QMS)’s ‘Farm Kid Diaries’ are set to return for a third season after an exciting new makeover.

Relaunched as ‘The Scotch Farm Factor,’ farming teenagers from across Scotland are being sought in a national competition to illustrate how they #FarmWithCred, with one lucky winner in with the chance of becoming the star of their own social media series with QMS. Entrants are being asked to present a behind the scenes account of their lives on farm, telling the authentic story of everything from calving and cropping, to lambing and planting, via short and snappy videos, filmed by themselves, and shared on social media.

The competition comes at a time when farming content has become extremely popular on channels such as TikTok, with hashtags like #FarmLife and #FarmersOfTikTok pulling in billions of views, as farmers from around the world document their day-to-day lives and often poke fun at mistruths about farming.

Lesley Cameron, Marketing and Communications Director at QMS said: “With this new series, we are hoping to attract a slightly older demographic than of previous years, with the focus shifting from primary school children to teenagers to align with both our marketing objectives and the cultural phenomenon of Tik Tok.

“This social media platform has taken the world by storm, with the short video style migrating to Instagram which now has its own version – Reels. We want to harness its power by encouraging teenage farmers to film and share how they Farm With Cred for the chance to win a prize, which includes the ultimate social media kit bag and a restaurant voucher to enjoy with friends and family.”

Kate Rowell, Chair of QMS added: “The Farm Kid Diaries of previous years have done a fantastic job of connecting rural children with their urban counterparts, by highlighting positive farming stories through the eyes of our youth.

“We want to continue improving the general public’s relationship with the food that they eat, by shining a light on the people behind the high-welfare standards, sustainability credentials and provenance of farming and red meat production in Scotland.”

To be in with the chance of winning The Scotch Farm Factor 2022, video submissions must be made before May 1st, with entries coming from the parent or guardian’s preferred social media account on behalf of the teenage farmer. The winner will be unveiled at the Royal Highland Show after being selected by a panel of judges, and they will have the chance to continue their content creation journey by working with QMS throughout the rest of the year to showcase different aspects of farm and industry life.

To keep up to date with the competition, discover the contents of the social media kit bag prize, and view highlights of life on farm, follow @QualityMeatScotland on Facebook or @qmscotland on Twitter and Instagram, along with the #ScotchFarmFactor hashtag.

**ENDS**

**Notes to editors:**

This press release was issued by Jane Craigie Marketing on behalf of Quality Meat Scotland. For additional press information, please contact Rose on 07493 876646.

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit www.qmscotland.co.uk or follow QMS on Facebook or Twitter.