New Release

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*For immediate use*

**Quality Meat Scotland serves up support with new community fund**

Applications are being invited to access support from a new £50,000 community fund set up by Quality Meat Scotland (QMS).

The Community Marketing Fund is a dedicated resource designed to support local projects and events that educate consumers on the characteristics and encourage the purchase of Scotch Beef, Scotch Lamb and Specially Selected Pork.

Emma Heath, QMS’s Director of Marketing, said: “This new Community Marketing Fund aims to make asking us for help simpler, with an easy application form and clear guidelines.

“At Quality Meat Scotland, we're committed to supporting initiatives that promote our red meat brands within the industry and communities across Scotland.”

Emma says examples of the sort of grassroots applications the fund has been set up for include sponsorship of local farming events or providing a speaker for a talk.

“Whether you're aiming to enhance awareness, education or engagement, we welcome applications across a diverse mix of activities and locations. It might simply be giving some aprons for a charity cook off,” she explained. “Or providing burgers for a fundraising barbeque or a prize for a local sheep show.

“It’s open to anyone and everyone aiming to enhance awareness, education or engagement with the red meat industry in Scotland.

“People put a lot of time and effort into organising some fantastic events across the length and breadth of Scotland and it is really important to us all here at QMS that we make it as easy as possible to access this new pot of money and support. Our emphasis will very much be on local and community-based events that in turn promote Scotch Beef, Scotch Lamb and Specially Selected Pork.”

Whilst QMS can’t guarantee to support to every initiative, Emma says that the team will review and acknowledge all submissions and respond as quickly as possible.  “Simply fill in the form giving as much notice as possible, and we’ll get back to you,” she says.

For more information and to apply visit: <https://qmscotland.co.uk/marketing-development/marketing/marketing-fund>

ENDS

**Notes to editors:**

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

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb 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](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.