New Release

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*For immediate use*

**Quality Meat Scotland will be all over The Show**

Quality Meat Scotland (QMS) is set to make a significant impact at The Royal Highland Show, running from June 20-23 at Ingliston.

The event showcases the very best of the country’s produce, livestock and producers and is the perfect platform for QMS to demonstrate how dedicated the industry is in contributing towards the top-quality Scotch Beef, Scotch Lamb and Specially Selected Pork products.

The QMS stand, located on Avenue O around the main ring, will serve as a central hub for members, levy payers, and partners in the red meat supply chain to network and engage with the QMS team about their ongoing efforts to promote positive conversations about red meat.

Throughout each day, all visitors to the stand can look forward to a variety of activities. One highlight is the Porktober Kids’ Competition, where children can design a poster for the 2024 campaign. Guests will also have the chance to play outdoor games and enjoy refreshments and visitors can take home free 'Tasty Little Week' recipe guides to inspire their cooking with Scotch red meat.

QMS will also be partnering with other organisations across the showground to provide a range of experiences. At the Aldi stand, showgoers will have the chance to sample Scotch Beef and Specially Selected Pork throughout the four days of the show. At the Lidl stand, visitors can hear from inspiring chefs and participate in interactive games that highlight the benefits of eating Scotch red meat.

The Food for Thought Cookery Theatre, sponsored by The Scotch Butchers Club and Native Hebridean Salmon, will feature several well-known chefs demonstrating their support for Scotch brands with mouthwatering dishes. Emma Clark-Szabo from Benugo Events Scotland, Dumfries-based Fraser Cameron, Edinburgh chef Jun-Hay Au, and Phoebe Lawson from Amuse in Aberdeen will each present masterclasses.

Some of Scotland’s top butchers will also be showcasing their skills daily. Visitors can see Anna Forbes, Steven Strachan, Shona Marshall, Luke Burnett, and Karl Hearton demonstrating their expertise. Additionally, Nigel Ovens of McCaskie Butchers, named the UK’s Best Butcher Shop, will have an impressive display of Scotch Beef, Scotch Lamb, and Specially Selected Pork available throughout the weekend.

The QMS Health and Education Team will also be present at various stands. At the Royal Highland Education Trust (RHET) stand, they will feature 'The Journey of Lamb' and lamb crafts for children. There will also be an interactive trail for families to participate in.

Kate Rowell, Chair of QMS commented:

“The Highland Show is an exciting feature in the calendar and one that we love attending because it brings together all parts of the community that we work with. It is a real opportunity for the QMS team and our dedicated partners to demonstrate what the red meat sector has to offer as well as the collaboration and devotion that lies behind the Scotch brands from across the supply chain,”

“It’s our chance to sell the Scotch story and to give members of the public the understanding and awareness of all the reasons why they should choose Scotch brands.”

Additionally, exclusive Highland Show merchandise will be available for purchase with all proceeds going to Cancer Research UK through the Business Beats Cancer Edinburgh branch. On sale at £5 each, the newly designed t-shirt highlights QMS’ Make it Scotch marketing campaign alongside the Scotch Beef, Scotch Lamb and Specially Selected Pork brands. Kate Rowell explains why the t-shirts are always popular:

“The t-shirts are a great way for people to show just how proud they are to support and promote our red meat industry in Scotland and the fact that proceeds are going to such a worthy cause gives everyone even more reason to come along and get one.”

For more information on QMS and the full program of events, follow @qmscotland on social media.

-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.

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