New Release

29 July 2024

For immediate use

**Seven-year-old named as artist behind QMS’s upcoming Porktober campaign**

A youngster from Inverness has been crowned the winner of Quality Meat Scotland’s (QMS) latest competition to create promotional artwork for this year’s ‘Porktober’ campaign, run in conjunction with Scottish Craft Butchers to celebrate homegrown pork.

Attracting dozens of entries from schoolchildren visiting the QMS stand during the recent Royal Highland Show, it was seven-year-old Maisie Forbes’ design, showcasing Specially Selected Pork’s journey from farm to fork, that grabbed the attention of the judges. Maisie was excited to have her entry chosen as the winner, especially because she is a ‘big fan’ of pork from roasted and chops to BBQ pulled and bacon!

Tracy Martin, QMS’s Health and Education Coordinator who featured on the judging panel made up of representatives from the red meat levy body, said: “We were excited to launch this new competition at the Show, and it was fantastic to see so much enthusiasm and creativity from the children who took part.

“They all took a considerable interest in learning about the qualities of Specially Selected Pork, translating this into vibrant, informative and eye-catching posters. With momentum building for ‘Porktober’ more broadly, it’s great to have the younger generations thinking and talking about the affordable, delicious and nutritionally-dense meat in a positive light.

“We would also like to thank Tarff and Dalscone Farms for providing a hamper of pig-related prizes that were all very well received by the participating children.”

While all entries were displayed around the stand during the Royal Highland Show, Maisie’s image will be used on social media and in butchers' shops to promote the month-long campaign that celebrates the quality, versatility and affordability of pork.

Gordon King, Executive Manager at Scottish Craft Butchers, said:

“We can all – industry and consumers - take inspiration from the children’s Porktober competition entries and get creative making meals with our delicious and versatile Specially Selected Pork. As well as supporting pork production in Scotland, cooking with Specially Selected Pork and the QMS recipes available on the Make it Scotch website is quick, affordable and exciting.

“With Specially Selected Pork you are getting produce of highest quality and welfare standards so why not put it on your fork this week? And if you do, don’t forget to share your creations on social media to raise the profile of our valuable pork sector!”

*The campaign goes live on October 1, with more information available here:* [*https://nationalcraftbutchers.co.uk/celebrate-porktober-with-scottish-craft-butchers-and-national-craft-butchers/*](https://nationalcraftbutchers.co.uk/celebrate-porktober-with-scottish-craft-butchers-and-national-craft-butchers/)

*For more information about Specially Selected Pork, visit:* [*QMS | Specially Selected Pork (qmscotland.co.uk)*](https://qmscotland.co.uk/marketing-development/our-brands/specially-selected-pork)

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**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.