New Release

23 August 2024

*For immediate use*

**Back by popular demand: The 2024 Meat Voucher Scheme promotes red meat in Schools**

As pupils across Scotland head back to the classroom this month, they're in for an extra treat - Scotch Beef, Scotch Lamb, and Specially Selected Pork are returning to the curriculum with the 2024 Meat Voucher Scheme, run by Quality Meat Scotland (QMS).

Last year, the scheme was embraced by 300 schools, demonstrating its significant impact on incorporating high-quality, sustainable red meat into educational activities and pupils’ diets. Building on its success in previous years, the Meat Voucher Scheme continues to play a crucial role in teaching children the benefits of locally sourced Scotch-assured red meat.

This year, participating schools will receive up to £180 worth of vouchers to spend with their local Scotch Butcher Club member on premium red meat products. Alongside these vouchers, schools will have access to a comprehensive bank of recipe and other resources filled with ideas and tools designed to inspire both children and teachers. These resources are closely linked to the ‘Tasty Little Weeks’ initiative, which is set to be a highlight of this year's programme.

Tracy Martin, Health and Education Coordinator at QMS, said: “We are delighted to bring back the Meat Voucher Scheme this year, offering schools a fantastic opportunity to explore the flavours and nutritional benefits of Scotch Beef, Scotch Lamb, and Specially Selected Pork. Our resources are designed to help teachers deliver engaging lessons that resonate with students and promote healthy, sustainable eating habits.”

The 2024 Meat Voucher Scheme invites schools to spotlight Scotch Beef, Scotch Lamb, and Specially Selected Pork throughout the school year. The "Tasty Little Weeks" initiative, central to this year’s programme, features three dedicated weeks that allow schools to focus on each type of protein:

* Tasty Little Pork Week: October 2024
* Tasty Little Lamb Week: November 2024
* Tasty Little Beef Week: February 2025

QMS will collaborate with partners like Scottish Craft Butchers for Tasty Little Pork Week to align with their ‘Porktober’ event—and the Institute of Auctioneers and Appraisers in Scotland (IAAS), whose Lamb for St. Andrews initiative coincides with Tasty Little Lamb Week.

These themed weeks are designed to provide pupils with hands-on experiences, from learning about the nutritional benefits of red meat to understanding the importance of supporting local farmers and sustainable food practices, as well as career opportunities in the sector.

Alison Bankier, Home Economics teacher at Mearns Castle High School, added: “The Meat Voucher Scheme has been an incredible resource for our students. It’s not just about cooking—it’s about learning where our food comes from and the importance of supporting local farmers. The students are excited to participate again this year.”

Teachers are encouraged to get involved and take advantage of these resources. Visit [farmingfoodsteps.co.uk](https://www.farmingfoodsteps.co.uk/) to access QMS’s comprehensive educational materials and apply for your vouchers.

For more information, please email tmartin@qmscotland.co.uk and follow our Facebook page – Make It Scotch Education

**Notes to editors:**

**Contact information**

Laura Clark, Communications Manager – lclark@qmscotland.co.uk | 07876 797018
Holly McLennan, Director of Communications and External Affairs – hmclennan@qmscotland.co.uk | 07823 417598

**About QMS**

Quality Meat Scotland (QMS) is the public body which helps Scotland’s £2.8 billion red meat sector maximise its positive role in our wealth, health and environment. This includes supporting productivity and profitability, sustainability and integrity, as well as around 50,000 jobs across the red meat supply chain including in some of our most rural areas.

90% of Scotland’s cattle, sheep and pig livestock farmed for red meat are part of our internationally recognised and approved [assurance schemes](https://qmscotland.co.uk/integrity-assurance/quality-assurance), under the Scotch Beef UK geographical indicator (UKGI), Scotch Lamb UKGI and Specially Selected Pork brands. They give people at home and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to the highest of standards.

The suite of assurance schemes extends across the supply chain including feeds, haulage, auction-market and processing. Together the six livestock and non-livestock schemes make sure Scotland’s red meat is among the worlds-best for quality, animal welfare standards, production and traceability.

We are evidence-informed and work closely with partners across the supply chain to [track developments](https://qmscotland.co.uk/markets-prices) in the beef, pork and lamb markets, sharing latest market prices, market developments and commentary with industry.

QMS also:

* runs major marketing and advertising campaigns to promote the brands and drive demand
* supports product development and innovation for profitable supply chains
* works on projects which support environmentally friendly practice for a sustainable sector that plays a key part in protecting our planet
* educates young and aspiring people across classrooms, sports clubs and communities in Scotland on the health benefits of red meat and career opportunity in the sector

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.

**Useful info**

* [QMS 5-year Strategy to 2028](https://heyzine.com/flip-book/4ee0786293.html)
* [Red Meat Industry Profile 2024](https://s3.eu-west-2.amazonaws.com/quality-meat-scotland/documents/Publications/QMS-RMIP-2024.pdf) – for key statistics across the red meat supply chain
* [QMS website](http://www.qmscotland.co.uk/)
* QMS social media - [Facebook](https://www.facebook.com/QualityMeatScotland) / [Twitter](https://x.com/qmscotland) / [LinkedIn](https://www.linkedin.com/company/quality-meat-scotland/posts/?feedView=all)
* [QMS Podcast](https://qmscotland.co.uk/news-media/qms-podcast)