New Release

16 August 2024

*For immediate use*

**Quality Meat Scotland Community Fund fuels fundraiser for The Usual Place in Dumfries**

Quality Meat Scotland’s (QMS’s) newly established Community Marketing Fund – a £50,000 resource aiming to support initiatives that promote our red meat brands within industry and across communities in Scotland - was a driving force behind a successful fundraising lunch for The Usual Place in Dumfries on Sunday 11 August 2024. The event not only highlighted the exceptional quality of Scotch Beef but also showcased the remarkable efforts of The Usual Place team, a registered charity in Scotland.

The lunch, hosted at The Usual Place cafe, was attended by 60 guests who enjoyed a fine dining experience under the expert guidance of Fraser Cameron, head chef at The Globe Inn. This event raised over £4,000 for The Usual Place, which is dedicated to empowering young people with disabilities by providing them with the training and qualifications needed to secure employment in the hospitality sector.

The Usual Place operates in the heart of Dumfries town centre, offering a unique environment where young people living with disabilities can gain practical experience and qualifications in hospitality. With over 70% of The Usual Place’s staff having disabilities, this event exemplified how passion and determination can overcome any challenge. The fundraising event served as a platform to showcase the skills of these successful staff members.

The lunch featured a three-course meal, entirely prepared, cooked, and served by The Usual Place staff, with guidance from Head of Cuisine, Jonathan Brett and Fraser Cameron. The event also included live entertainment, a raffle, and an auction, with all proceeds directly supporting The Usual Place's mission.

QMS played a pivotal role by providing Scotch Beef fillets for the training sessions, where participants learned to prepare Scotch Beef Wellingtons. The Scotch Beef was the star attraction, earning rave reviews from all attendees.

Gordon Newlands, Brands Development Manager at QMS, attended the lunch and commented: "Dumfries and Galloway has a rich heritage of primary food producers, whether on land or sea, so it seemed fitting to support our stakeholders in this region. It's truly inspiring to witness the passion and dedication of the young people at The Usual Place. We are thrilled to contribute to such a worthy cause and to provide access to our wonderful brands.

“The event not only raised awareness about the quality of local produce but also provided invaluable experience to the students at The Usual Place, offering them insights into fine dining and the skills necessary to help them to thrive in the hospitality industry.

“The Community Marketing Fund is deliberately open to a wide and diverse mix of activities and locations that support education and promotion of our red meat brands – interested parties can access the simple application form on our website.”

Emma Heath, QMS’s Marketing Director, remarked, “New to 2024, our Community Marketing Fund is about making it simple for people to access the support they might need to promote our red meat brands within their communities. Whether it’s providing aprons for a charity cook-off, funding a local sponsorship or supplying Scotch Beef for a special event like the one hosted at The Usual Place, we will carefully consider all approaches for funding that we receive.”

QMS encourages anyone passionate about promoting Scotch Beef, Scotch Lamb, or Specially Selected Pork to apply to the Community Marketing Fund giving as much notice as possible. Applications are reviewed on an ongoing basis, with the QMS team committed to responding as promptly as possible.

For more information and to apply for the QMS Community Marketing Fund, visit the [QMS Community Marketing Fund Application.](file:///C%3A%5CUsers%5Crosem%5CDownloads%5CQMS%20Community%20Marketing%20Fund%20Application)

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**Notes to editors:**

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**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, 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 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
* Red Meat Industry Profile 2024 – for key statistics across the red meat supply chain
* QMS website
* QMS social media - Facebook / Twitter / LinkedIn
* QMS Podcast