

New Release

27 August 2024

*For Immediate Use*

**Farmers encouraged to sign up for QMS "Meat the Market" workshops to boost livestock returns**

Quality Meat Scotland (QMS) is delighted to announce a series of "Meat the Market" workshops designed to provide farmers with essential knowledge on carcass grading, market specifications, and customer requirements. These workshops will take place at leading processing facilities across Scotland and will include processing plant tours, expert speakers, and hands-on sessions aimed at helping farmers improve the quality and profitability of their livestock.

The workshops will be held on the following dates:

* **Tuesday, 17 September 2024** – Beef Workshop at Dunbia Highland Meats, Saltcoats, starting at 9:30am
* **Tuesday, 15 October 2024** – Beef & Lamb Workshop at John M Munro Ltd, Dingwall, followed by a visit to Dingwall & Highland Marts Ltd starting at 10:00am
* **Wednesday, 16 October 2024** – Lamb Workshop at Morrisons Woodhead Brothers, Turriff, starting at 8:30am
* **Wednesday, 16 October 2024** – Beef Workshop at Morrisons Woodhead Brothers, Turriff, starting at 12:30pm

Farmers attending the workshops will have the opportunity to visually grade cattle and lambs before slaughter, then view the resulting carcasses for comparison. This hands-on experience will help participants better understand how their livestock is graded, allowing them to maximise their returns by meeting market demands. Attendees will receive expert guidance on market specifications, carcass presentation, and how to minimise the risk of carcass downgrades.

Speakers at the events include George Allan, Divisional Manager at Meat and Livestock Commercial Services Ltd (MLCSL), and Adrian Crowe, an industry specialist. Both experts will provide insights into market requirements and help farmers understand how to present animals that meet the needs of buyers.

**Lesley Mitchell**, Industry Development Coordinator at QMS, highlighted the importance of these workshops, stating:

“To maximise returns, it is important to present clean animals that fit the required end-user specification in terms of conformation and fat cover. The workshops provide a unique opportunity for farmers to engage directly with buyers and processors, gaining insight into market trends and specific customer requirements. This exchange helps farmers make informed decisions about finishing their livestock, potentially reducing the risk of carcass downgrades and maximising profit margins.”

**Louise Urquhart**, a farmer from Milton of Auchinhove near Banchory, shared her experience from attending previous workshops:

"At the workshop, we talked with buyers to find out exactly what kind of carcass they're looking for. We also handled live lambs to understand how they're graded before slaughter and followed the lambs and cattle through the slaughter process to see how accurate the grading was. I would encourage any farmers who haven't attended to consider attending—it really helps you join up the dots."

Each event will last around four hours, with refreshments provided. Places are limited, so booking is essential. Attendees must be over 18 years of age and provide photo ID.

Booking links for each location are available as follows:

* **Saltcoats** - [Book Here](https://forms.office.com/e/rt2vFhrtFK)
* **Dingwall** - [Book Here](https://forms.office.com/e/4Y7EQ2Axka)
* **Turriff (Lamb)** - [Book Here](https://forms.office.com/e/H0PuKfYpfr)
* **Turriff (Beef)** - [Book Here](https://forms.office.com/e/73iVEvJ83i)

Further workshops are planned for later in the year and will be announced soon, providing even more farmers across Scotland with the opportunity to gain invaluable knowledge and guidance on maximising livestock profitability.

For more information, please contact QMS at info@qmscotland.co.uk or visit the QMS website.

**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](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)