New Release

01 August 2024

For Immediate Use

**UK-wide ‘Make it Lamb’ collaboration set to celebrate lamb’s versatility and naturally delicious flavour**

1 September sees the start of the annual ‘Love Lamb Week’ initiative celebrating lamb’s naturally delicious flavour and versatility, encouraging the nation to try lamb in different ways. This year’s ‘Make it Lamb’ campaign is a collaboration between all four UK red meat levy boards, led by Quality Meat Scotland (QMS), with the support of the Agriculture and Horticulture Development Board (AHDB), Hybu Cig Cymru (HCC; Meat Promotion Wales) and the Livestock and Meat Commission (LMC). Activities are running UK-wide featuring the farm-to-fork story along with simple, tasty recipe content.

The campaign will include a wide range of promotions, from farm-gate banners and magazine and newspaper advertising to retailer and butcher promotional packs and social media influencers providing recipe inspiration.

Participating levy boards and campaign collaborators such as Red Tractor, the National Farmers Union (NFU) and the National Sheep Association (NSA) will be using a distinctive campaign logo, digital assets and toolkit to ensure consistent, high impact messaging about the benefits of lamb to encourage consumers to enjoy it as part of a healthy, balanced diet. Additionally, a stakeholder pack will be shared with the wider industry, including retailers and processors, to allow for participation in the campaign through the use of digital assets across their own individual platforms.

QMS Marketing Director Emma Heath said: “We are delighted to be collaborating with the other levy boards in England, Wales and Northern Ireland to launch this new consumer-facing campaign which celebrates everything amazing about lamb. The marketing activity being undertaken by each levy board will ensure a wide-reaching national campaign during Love Lamb Week with consistent look and feel that still allows for tailored regional messaging too.”

Rob Duncan, QMS Assistant Brand Manager, added: “The campaign’s main aim is to promote the many ways that lamb can be enjoyed, ranging from simple weeknight dinners through to traditional Sunday roasts. Lamb is such a versatile and high-quality product with so many different cuts to discover – it absolutely deserves the recognition that we aim to provide with this campaign.

“The dedicated campaign branding, toolkit and digital assets included in the pack shared with industry will mean we can achieve widespread consistent messaging, gaining maximum impact across all marketing channels.”

Each levy board will be celebrating the ‘Make it Lamb’ campaign with focussed activity:

In Scotland, QMS will have a [Scotch Lamb](https://makeitscotch.com/the-scotch-difference/scotch-lamb-ukgi) focus on its industry facing and consumer facing (Make it Scotch) social media channels, and will be working with social media influencers to promote Scotch Lamb and the ‘Make it Lamb’ campaign. The [Make it Scotch website](https://makeitscotch.com/) will have a lamb focus for the week, bolstered by consumer PR across a wide and varied range of press and digital media.

In England, AHDB will feature half a million ‘Make it Lamb’ stickers on British lamb packs across five major retailers. It will run social media advertisements on the @SimplyBeefandLamb Instagram and Facebook channels featuring well-known foodie influencers. Advertisements will also appear in national print press. Promotional kits containing recipe leaflets, sticker sheets, posters and children’s activity sheets will be mailed to about 1,500 subscribed butchers and farm shops. Free marketing resources can also be ordered from the AHDB website (while stocks last).

The National Farmers Union (NFU) will be supporting the campaign with sheep farmers from the iconic upland areas and rolling English lowlands highlighting the importance sheep play in shaping the nation’s landscape.

In Wales, Hybu Cig Cymru – Meat Promotion Wales (HCC) will run a digital advertising campaign, including promotions on ITV Wales and S4C, a PR consumer campaign about lamb’s versatility working with diverse media outlets, and engaging with parent influencers to showcase the versatility of Welsh Lamb on its social media channels including Instagram @pgiwelshlamb . A strong focus will also be placed on how it plays an important nutritional part in children’s diets, providing inspiration for back-to-school meals. In addition, details will also be shared through HCC’s dedicated education newsletter.

In Northern Ireland, Livestock & Meat Commission (LMC) will be launching its schools programme with a focus on lamb, as well as working with influencers on social media and developing accompanying radio activity. The Commission will also be hosting retailer sampling events in collaboration with industry stakeholders which will facilitate conversation with consumers and provide insight to the farm-to-fork supply chain of Farm Quality Assured lamb. In addition, LMC will also commission consumer research on the lamb sector.

A range of recipes showcasing lamb and its versatility will be featured during the week, including [lamb madras tostadas](https://www.beefandlambni.com/lamb-madras-tostadas/), [mini air fryer lamb hotpots with fresh mint sauce](https://makeitscotch.com/recipe/mini-air-fryer-lamb-hotpots-with-fresh-mint-sauce), [Scotch Lamb tacos with zaatar and baba-ghanoush](https://makeitscotch.com/recipe/scotch-lamb-tacos-with-zaatar-and-baba-ghanoush) and [Scotch Lamb skewers with coriander pesto](https://makeitscotch.com/recipe/scotch-lamb-skewers-with-coriander-pesto).

Emma Heath added: “We are all looking forward to this celebration of lamb across the UK at the beginning of September, and seeing the results of this collaborative, distinctive and positive ‘Make it Lamb’ campaign.”

**Ends.**

**Notes to Editors**

Love Lamb Week is an initiative owned by the National Sheep Association, established in 2015. It runs annually from 1-7 September with a view to provide the perfect opportunity to highlight the benefits and versatility of lamb and encourage consumption of lamb during its peak season.

**About QMS:**

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI 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 or follow QMS on Facebook or Twitter.