

Health & Education Activities 25th of May Falkirk

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Main objective:

To shape a sustainable and prosperous Scottish Red Meat sector

 Promote and develop the red meat industry, from farmers to suppliers



Quality Meat Scotland

•NDPB – as of 1st April 2008 and therefore part of the Scottish Government family









Health & Education

Objectives:

To communicate positive messages about the benefits of eating red meat as part of a healthy balanced diet.

To establish QMS as a reliable and knowledgeable source of red meat information.



Health & Education Activities in Schools

- School demonstrations
- Meat voucher scheme
- QMS Top Student Award & Scottish Educational Awards
- Healthy Eating Poster for Canteens
- 'Meaty matters' and other publications



School Demonstrations

 To promote a healthy balanced diet to Scotland's youth

 Importance of including Red Meat as part of the balanced diet

 Along with farming, local production and related topics



QMS Meat Voucher Scheme

- Up to £100 voucher to purchase Scotch Beef, Scotch Lamb and Specially Selected Pork from local butcher
- School funds are limited
- Bespoke recipe book for each pupil
- Positive feedback already and requests from schools around Scotland to include them!



VALID UNTIL 1 MARCH 2010



VALID UNTIL 1 MARCH 2010

MEAT VOUCHER SCHEME

THIS VOUCHER ENTITLES THE HOME ECONOMICS DEPARTMENT OF

TAIN ROYAL ACADEMY

TO PURCHASE SCOTCH BEEF, SCOTCH LAMB AND SPECIALLY SELECTED PORK*

TO THE TOTAL VALUE OF £100



THIS VOUCHER IS VALID FOR SCOTCH BEEF, SCOTCH LAMB AND SPECIALLY SELECTED PORK ONLY AND IS NON NEGOTIABLE. THE VOUCHER IS TO BE USED IN SCHOOL COOKERY CLASSES ONLY AND IS NOT FOR PERSONAL USE.

Butcher: For refund please complete all details on reverse and return to: Jennifer Robertson, Quality Meat Scotland, The Rural Centre, Ingliston, Edinburgh, EH28 8NZ Tel: 0131 472 4040 or e-mail jrobertson@gmscotland.co.uk









School Meals Project

- Revised nutritional guidelines and Nutrition in Schools Act (2007)
- Decrease in School Meal uptake
- Can meat products still feature on school menus?
- Meat is viewed by many as a real hook in encouraging uptake of school meals
- Promote school meals in a fun and engaging way



Field to Fork





Farm Assured Red Meat for Scottish Schools

Tayside Contracts - representing Perth & Kinross, Dundee City and Angus regions

Quality Meat Scotland (QMS) has been working alongside public sector buyers for many years to ensure fair and sustainable procedures are in place to allow Scottish companies to compete effectively for contracts. Our work has the support of the Scottish Government and we work closely with the Scottish Procurement Directorate who have issued clear guidelines on the public procurement of food. The guidelines highlight the possibility of specifying red meat to QMS Farm Assurance standards and PG requirements for Beef and Lamb. Sustainable sourcing of red meat in the public sector supports our communities by sustaining jobs and local economies. It also makes it possible for vulnerable members of our communities to eat fresh red meat to assured standards such as those achieved by the Scottish industry. This includes the associated guarantees of quality, production standards and animal health & welfare.

A number of services are available to public sector buyers including bi-monthly market reports, red meat specifications and an advertising service to make more suppliers aware of new contracts. We also hold educational seminars for buyers and highlight best practice at key public sector conferences throughout the year.

Each pin represents a Scotch Beef quality assured farm:



Quality Meat Scotland (QMS) has a remit to shape a sustainable and prosperous Scotlish red meat sector. Our activities range from helping the industry improve their methods of production and quality of products to increasing customer awareness and demand for Scotch Beef, Scotch Lamb and Specially Selected Pork in the UK and around the world. For additional information, please contact QMS on +44 (0)131 472 4040 or consult www.qmscotland.co.uk For further information on the Scottish Procurement Directorate, visit www.scotland.gov.uk/Topics/Government/procurement







Materials & Resources

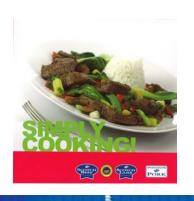
Getting the Balance Right booklet & Poster

Feel Good About Meat

• Performance +

Simply Cooking







jetting the balance right







The Future?

 Continue to ensure public contracts benefit the Scottish supply base.

Improve the perception of public sector food procurement





Conclusion

 QMS continues to support Scottish Schools and endeavour to encourage our young people to eat healthily - including red meat as part of a Healthy Balanced Diet.

Email: randerson@qmscotland.co.uk

Websites: www.qmscotland.co.uk

www.scotchbeefandlamb.com www.speciallyselectedpork.com

