



Health & Education Activities  
25<sup>th</sup> of May  
Falkirk

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Health & Education Coordinator





- 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 1<sup>st</sup> 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

# QMS

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@qmscotland.co.uk](mailto:jrobertson@qmscotland.co.uk)



\*THE MEAT MUST BE PART OF A EUROPEAN QUALITY ASSURANCE SCHEME OR SIMILAR APPROVED BY QMS

# 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 PGJ 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:



product sourced through ABP Perth, via 15 October 2007

Quality Meat Scotland (QMS) has a remit to shape a sustainable and prosperous Scottish 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](http://www.qmscotland.co.uk). For further information on the Scottish Procurement Directorate, visit [www.scotland.gov.uk/Topics/Government/procurement](http://www.scotland.gov.uk/Topics/Government/procurement)



“Being Miss Scotland is hard work! Red Meat gives me energy!”

**Katharine Brown**  
**Miss Scotland**

Katharine enjoys eating red meat as part of her healthy lifestyle.

Why is Red Meat good for us?

“Beef, pork and lamb are packed with the iron, protein and B-vitamins we need to feel great - tasty too!”



# Materials & Resources

- Getting the Balance Right booklet & Poster
- Feel Good About Meat
- Performance +
- Simply Cooking





# 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.

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[www.speciallyselectedpork.com](http://www.speciallyselectedpork.com)