



BEEF BRANDED

Quality Meat Scotland works to increase demand for Scottish beef.

Photo story by **Barb Baylor Anderson**, field editor



► Although the way consumers purchase meat has changed during the last 150 years, Smithfield Market in London still trades more than 100,000 metric tons of meat per year. Many restaurants and butchers rely on Smithfield's suppliers for top-quality meat cut to order. Today the market is not just limited to the trade. Anyone who is prepared to arrive before 7 a.m. can purchase meat.



► American Angus producers are proud of their *Certified Angus Beef®* (CAB®) brand. Scottish beef producers are similarly keen on their Scotch Beef Brand. "Biffo" is a meat cutter at the Smithfield Market in London. Wholesalers can order Scotch Beef carcasses — that may or may not be Angus — and then they are cut to each wholesaler's order. Biffo ages his Scotch Beef T-bones 27 days. When asked what makes Scotch Beef the best, his response was, "It just is. Taste it."



► Smithfield Market was modernized in the 1990s to meet customer demand and more stringent European Union regulations. New chiller rooms, rails and loading bays were added, as well. Individual meat cutters are self-employed and lease cases at the market to serve consumers.



► Quality Meat Scotland (QMS) is a marketing and education organization and is funded by a levy with 75% coming from farmers and 25% from processors. Beef production is the largest sector of Scottish farming, representing 25% of agricultural output. Scottish agriculture annually adds about 2 billion British pounds to the economy.

THE SCOTTISH WAY



► Head of Industry Development Johnny Mackey says about 10,000 sheep and beef assurance members' operations are inspected annually to monitor animal welfare. In addition, sustainable production is a key component of QMS. Since about 80% of Scotland's area has grass, beef cattle primarily are raised on a grass-based system that also creates wildlife corridors and shelters. "We turn grass into protein through ruminants, and we get good growth rate on raising ruminants on grass," he says.



► QMS works to identify "champion farmers" with sound production strategies and use them as case studies. Mackey encourages these farmers to talk to other farmers, and finds most are willing to share information. He says the approach improves the Scottish red meat industry.



► The Scotch Beef branding program is considered a success, with 90% brand recognition. Through www.scotchbeefandlamb.com, QMS offers consumers recipes, a cooking app and even hints on how to use leftover beef in other meals. Butchers also are a promotions audience.

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Editor's Note: A former National Junior Angus Board member, Barb Baylor Anderson is a freelancer from Edwardsville, Ill.