

A scenic landscape photograph of a valley. In the foreground, a rocky, grey path leads through a field of tall, golden-brown grass. The middle ground features a calm lake surrounded by green trees and shrubs. In the background, dark, rugged mountains rise under a cloudy sky. The overall lighting suggests late afternoon or early morning.

Venison & the Affric Highlands Project

What is Affric Highlands?

- Trees for Life – Conservation charity based in the Scottish Highlands
- What is Rewilding – habitat restoration, wildlife to flourish, communities to thrive
- Affric Highlands - Rewilding at scale
- Field Officer – habitat restoration recommendations based on estate survey
- Deer management is an essential part of land management in the highlands

Trees for Life





Affric Highlands venison circular economy

- Why does venison matter to Affric Highlands
- Government legislation on reducing deer numbers, climate crisis, biodiversity crisis
- Venison is a healthy, wild, low carbon and local
- Venison needs to be an asset not a by product
- Where does Highland estate venison go?
- A local processing and market can deliver many community benefits – skills, jobs, connection to food and environment, local economy

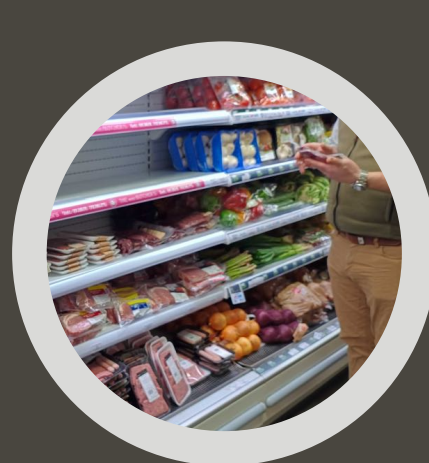


Venison road trip to Cowal to meet Winston Churchill

- Conservationist
- Game dealers
- Land owners
- Deer managers
- Chefs
- Food business owners

What did we learn?

- How do we get to a magic shelf
- Our 6 objectives
 - Telling the Venison story*
 - Marketing Venison products
 - Venison Supply, food standards
 - Capacity – Skills, infrastructure*
 - Education
 - The Politics



National v Local venison approach

- High deer culls mostly in the lowlands
- Adding value to the price per kilo – government level?
- Advertising campaign
- Culling deer when there is more value in the venison
- SQWV – Best Practice – Hill to Grill
- Investment in training and skills



What next for venison in Affric Highlands

- Working with AH partners to invest and bolster a local venison economy
- Scale needed and investment into processing facilities at a local hub
- Encourages estates to shoot early stags, and add value to high hind culls
- Finding local outlets
 - Magic Shelf in Filling Stations
 - Local schools
- Invest in skills for local people – Hill to Grill
- Local advertising





*“Some hae meat and canna eat,
And some wad eat that want it;
But we hae meat, and we can eat,
Sae let the Lord be thankit”*

Burns 1787