



## *Revisiting Beyond the Glen*

*A refreshed strategy for Scottish Venison 2023 – 2030*

# The new Scottish Venison Strategy 2023 – 2030

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*Scottish Venison*

SCOTTISH  
VENISON 

## **Background to the new strategy**

- Five years is a long time
- 'Beyond the Glen' was our first ever strategy
- The context has changed – a lot!

## What's happened?

- Declaration of the climate emergency
- Consequences of Brexit
- Ukraine war
- Rises in fuel and materials costs
- Cost of living crisis

## And more

- Deer working group report
- NatureScot advises higher cull targets
- England and Wales start to get act together
- And of course Covid 19

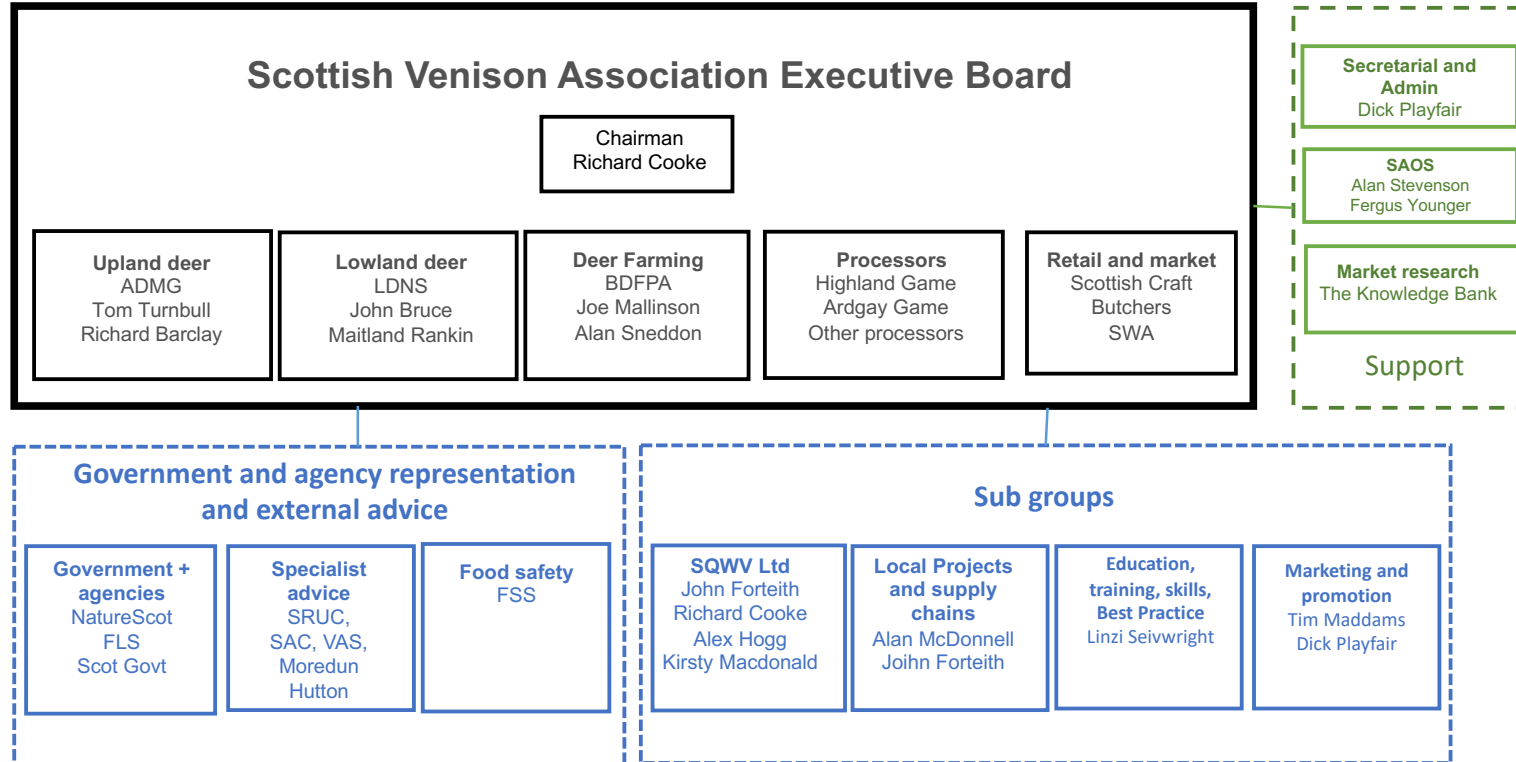
## **12 main actions in the new strategy**

- Nine c/f from Beyond the Glen
- Three new
- All have a cost, start date and delivery pathway
- Copies at the back of the room with the fine detail to take away and online

# 1. Organisation

- A new structure
- SAOS a vital part of the set-up and gives us valuable extra capacity
- Need to be better resourced – we have a plan for that
- SQWV has been brought under the Scottish Venison umbrella

# Scottish Venison



## 2. Improve and establish new supply chains

- Open up new markets
- Wholesale sector is key
- Strengthen markets in London and SE England
- Grow local markets in Scotland - encouraging local processing
- Charitable sector



### 3. Enhance QA

- QA is absolutely key
- Review and update SQWV scheme
- End to end assurance
- Consumer relevant
- Work with BQWV to mutual advantage
- Review/develop assurance for farmed

## **4. Build and strengthen skills and training**

- Gap analysis
- Skills programmes for farmed and wild
- Dovetail with Best Practice
- Do more

## **5. Maintain support for deer farming**

- Lobby for continued support through new payment system
- Investigate opportunities to support local processing and supply
- Local abattoir provision

## 6. New routes to market

- Pilot scheme – N Argyll, SW Scotland, Moray
- Future emphasis on low ground and roe
- Equal shout for venison enterprises in future FPMCG scheme or dedicated fund
- Template for chill/larder specification
- Unlock LEC support

## 7. The Markets

- Tell the consumer about venison
- Focus on London, SE England and Scotland
- PR – we have an excellent story
- ADMG offer to pump-prime campaign
- Need Government support (£300K)
- And longevity – 5 years
- And next generation/schools programme

## 8. Research – animal health

- Ongoing research
- Leading the way on wild and farmed deer health research
- Other areas – testing and genetics?

## 9. Understanding the market

- Continue research/insight through The Knowledge Bank
- Develop understanding of key markets
- Revisit usage and attitudinal research in 2025

## **10. Measures to reduce carbon footprint**

- Work underway with SAC
- Act on recommendations to reduce avoidable emissions across sector from hill to customer



## 11. Assess risk

- Risk analysis of our sector
- What if things go wrong?
- Consider the consequences
- There is no plan B

## 12. Scottish Venison – the brand

- ‘Scottish’ adds value
- Provenance is important
- SQWV is staying
- Revisit PGI opportunity for Scottish Wild Venison

## And finally

- Copies of the strategy which sets out the sector path to 2030 are available
- The numbers (£s) in it are aspirational as they were before – since 2018 the sector has received more than £200,000 of Scot Government and agency funds for projects for which we are grateful
- We have a fantastic story to tell so let's all go tell it. Thank you.