



Geographical Indication Product Database - Step 1-

Scotch Beef

SOURCE :

Author :

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Institution :

University of
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Date : 22-08-06

DESCRIPTION :

1. **NAME OF PRODUCT :** *Scotch Beef*
2. **COUNTRY AND REGION IN THE COUNTRY:** Scotland.
3. **TYPE OF PRODUCT :** (including the possible substitutes and imitations of the product). Fresh beef. 'Scotch Beef' is protected with a PGI designation.
4. **DESCRIPTION OF THE PRODUCT AND ITS AREA** (including its specific characteristics, conditions of production, main differences with the substitutes): The product is derived from cattle born, reared, slaughtered and dressed within the country of Scotland, including the islands off the west coast, and Orkney and Shetland. 70% of labelled Scotch Beef is derived from grass fed suckler herds, 30% from dairy herds: in non-labelled beef, these proportions are reversed.
5. **LINK WITH THE GEOGRAPHICAL AREA** (tradition, know how, reputation, soil, climate, etc.): Beef production in Scotland dates back to at least the middle ages. A traditional split rearing and finishing system has developed in view of the disparities in weather and topography between upland and lowland farms – animals are reared on upland farms and moved to lowland farms for finishing. Traditionally, movement took place along ancient drove roads. Animals are not breed specific.
6. **PRODUCTION SYSTEM / SUPPLY CHAIN** (some data about the number of producers, processors, market structure..) The production and processing chain involves many individual businesses. Quality Meat Scotland (QMS) is the facilitating body, overseeing the implementation of a package of quality assurance measures and codes of practice, relating to welfare, environment, safety and quality. All beef farmers in Scotland are members of QMS and approximately 90% participate in the Scotch Beef quality assurance scheme. Independent inspectors monitor farms participating in the QMS Farm Assurance Scheme. Parallel schemes to check and control other parts of the production process - feed companies, auction markets and haulage companies - are also in operation. The chain is completed by the main Scottish abattoirs and meat plants, through which meat must pass to gain the label. They are represented by the Scottish Association of Meat Wholesalers. It is these links in the chain that negotiate and trade with downstream multiple retailers and independent butchers. They are a crucial link in the quality assurance system because they have power to impose standards on upstream suppliers.
7. **MARKET AND REPUTATION** (size, price premium, attractiveness, growth): Scotch beef has long enjoyed a high quality image and reputation, and has been exported to continental Europe since the 15th century. The BSE crisis and subsequent European ban on beef from the UK in 1996 was damaging to the Scottish industry because of the importance of continental markets (around 20% of total production is exported). Prior to the ban, 42,000 tonnes of Scotch beef were exported, worth a total of £130 million. The main markets were: Italy 38%; France 38%; Netherlands, 10%; Belgium, 7% Then ban was lifted in March 2006 and QMS is now implementing a strategy for regaining these markets.

APPLICANT / HOLDER (IF ANY) : Quality Meat Scotland (QMS) is the holder of the PGI.

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ? The case is an example of a UK GI product where the protected label production represents the majority of national output of the commodity concerned. The codes of practice are derived from a package of quality assurance schemes relating to wider features than geographic origin.



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SOURCES OF INFORMATION:

Website of Quality Meat Scotland: www.qmscotland.co.uk

Corcoran, K. and Wilson, R. (2000) Scotch Beef. Report prepared for EU Concerted Action QLK5-2000-00593 Development of Origin Labelled Products: Humanity, Innovation and Sustainability ('DOLPHINS')

CATEGORY :

Origin Product

GI product

✓ Recognized GI