



SQWV Update Newsletter March 2008



Chairman's Report

Dear Scheme Member

The SQWV Board met in February and we agreed then that I should write to you with a report on how the scheme is developing and the progress that has been made in recent months.

We now have 98 members, some 15% more than this time last year, and I am encouraged by the fact that there is a steady flow of enquiries from producers who are considering joining the scheme. Together we estimate that over 50% of the wild venison produced in Scotland now carries the quality mark and this figure is set to rise as more and more of us accept that the standards required are set at a sensible level, and are in comparative terms easy to attain.

You might be interested in the two graphs enclosed which show that scheme compliance is improving at a good rate as we all become used to what is required of us. I am sure that these statistics will continue to improve in the years ahead.

Mike Russell, the Minister for the Environment, has invited the Association of Deer Management Groups to stage a presentation on venison at Holyrood. This is an exciting development and SQWV will be closely involved with making sure that it is a great success. We will keep you updated on progress.

Finally, we have recently successfully lobbied to maintain SQWV as an approved Quality Assurance Scheme under the Land Managers' Option scheme (formerly LMC Menu scheme), so that members who are registered land owners can claim back some of their membership fee.

Yours sincerely
S. C. Gibbs



What SQWV is doing for you



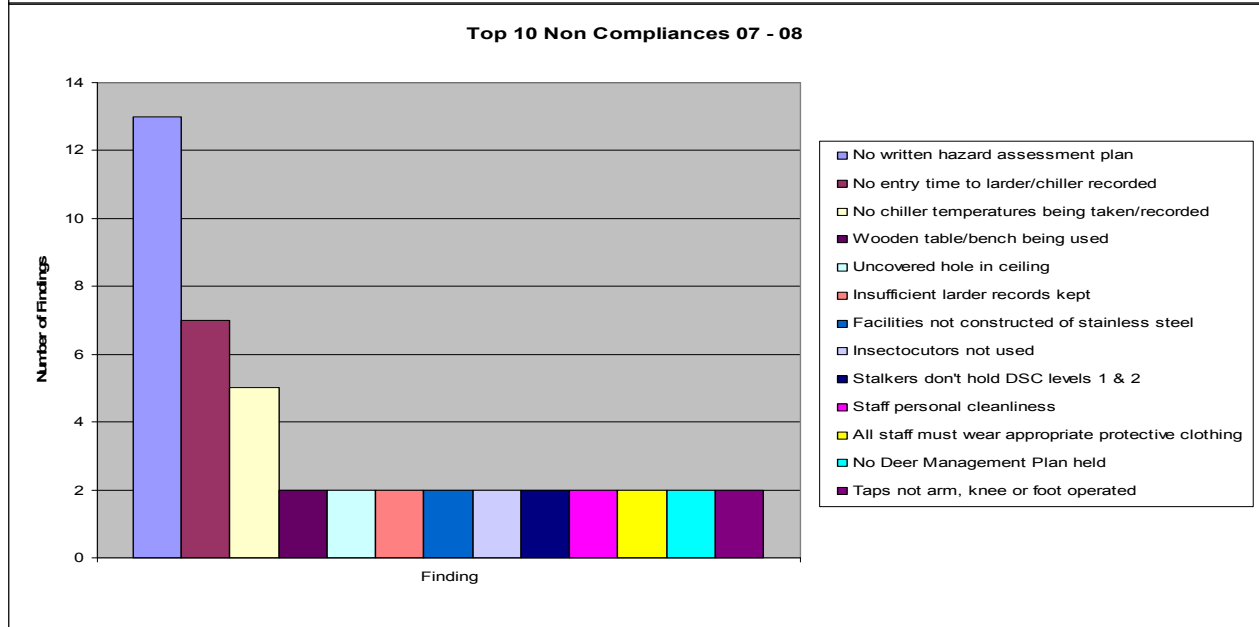
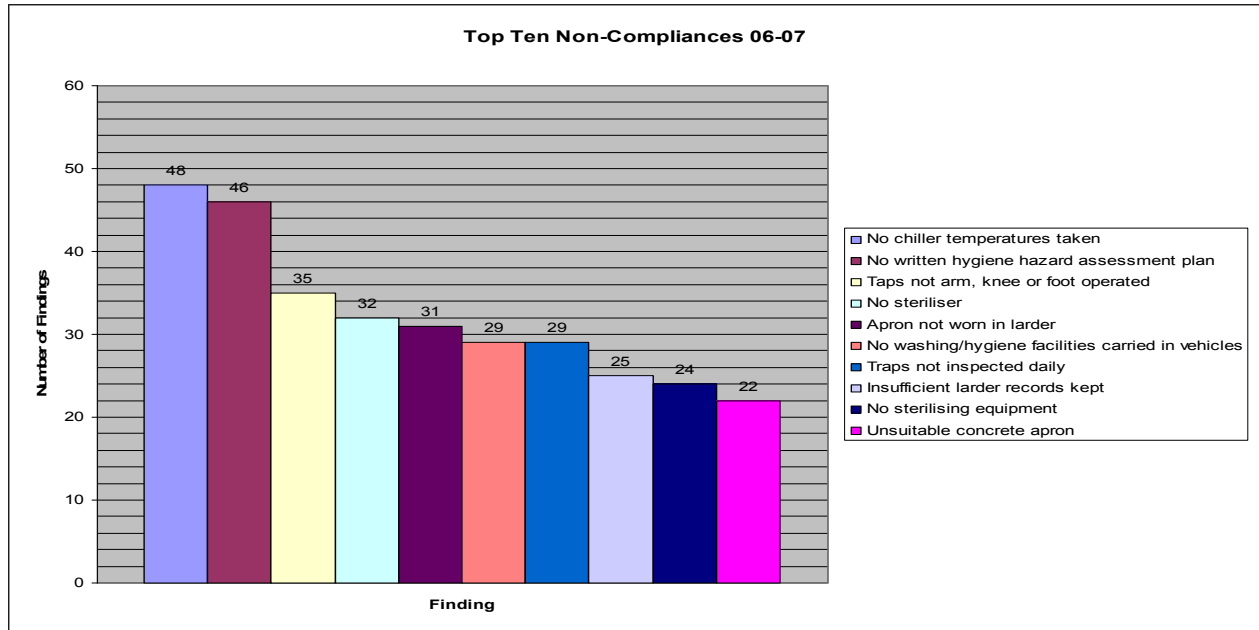
Liaising closely with the Food Standards Agency (FSA)- to get FSA to give their formal recognition of the SQWV scheme to reduce Local Authority inspections of SQWV larders and allow them to be targeted more at higher risk operations i.e. non-SQWV larders

Successfully lobbying to ensure the SQWV scheme is an approved Quality Assurance scheme for members to apply under the Land Managers Option scheme- if you are a registered land owner i.e. fill an IACS form you can claim back up to 50%/ £150 p.a. (whichever is lower) of your SQWV sub

Successfully lobbying for recognised venison measures in the new Scottish Rural Development Plan. This includes improving economic value of forestry by managing deer; cooperation for development of new products, processes + technologies in venison sector; and processing/marketing grants for the venison industry.

Successfully lobbying for the lifting of the ban on venison exports during the Foot and Mouth Disease outbreak in 2007

Helping to raise the profile of the wild venison industry by working with industry partners including ADMG and DCS.



SQWV can only work effectively via the support of you, its members. We can work even more effectively with an increased membership base. Please encourage more people to join us and help raise the profile of SQWV further.



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