

Scotch Lamb for St Andrew's Day

[#LambforStAndrewsDay](#)



10 Years in the Making

2010

Original idea cooked up by George Purves and Willie Mitchell on Scottish Enterprise Rural Leadership Programme.

andrew fairlie

The late chef Andrew Fairlie creates a bespoke menu for campaign. Quality Meat Scotland get on board and take the campaign national

2019

United Auctions donates 50 locally sourced lambs and calls on it's 18,000 customers to spread the word to put lamb on the menu for 30 November

2020

2020 celebrations and plans have to be put on hold due to Covid-19 restrictions

RSABI PROSTATE CANCER UK
Supporting People in Scottish Agriculture

6 of the events fundraise for charities, including RSABI and Prostate Cancer UK

1,500+

farming family, friends, neighbours, and rural communities organise and participate in multiple events across Scotland



Quality Meat Scotland pull the red meat sector together to 'make it' Scotch Lamb for St Andrew's Day with a twist



Scotland's livestock auctioneers join forces to provide Scotch Lamb to Scottish schools and showcase the campaign

11,600

home economic pupils from 115 schools, sign up to participate in making Lamb for St Andrew's Day



Average lamb prices increase over the campaign (SOURCE AHDB).

LAMB PRICE • GB AVERAGE LIVEWEIGHT (PPKG)



Hashtag Campaign

#LambforStAndrewsDay

Rural communities were quick to get behind the campaign up and down the country committing to celebrating November 30th with Scotch Lamb.



Backed by the Scottish Government, Quality Meat Scotland and National Farmers' Union Scotland, the next stage of the drive called on butchers, supermarkets and families all over Scotland to join the campaign and share their support on social media using the **#LambforStAndrewsDay** hashtag.



The aim of this campaign is simple: we want to make Scotch Lamb synonymous with celebrating St Andrew's Day.

GEORGE PURVES
Managing Director of United Auctions

Supporters



MAIRI GOUGEON MSP
Cabinet Secretary for
Rural Affairs and Islands

“ It was fantastic to see the support for the Scotch Lamb for St Andrews Day campaign last year. One of the highlights of the campaign saw 11,000 school children cooking with Scotch Lamb in Home Economics classes across Scottish schools. Scotch Lamb is the perfect match for St Andrew’s, and I would encourage everyone to build on last year’s campaign and support their local hill and upland farmers and crofters by cooking Scotch Lamb this year.”



“ This is a great campaign and we got behind it straight away. What better way to celebrate St Andrew’s Day than bringing our community together for a lamb dinner and ceilidh?”

ROB WAINWRIGHT
Former Scotland Rugby Captain



“ We’re encouraging everyone in Scotland to get this great tasting and extremely versatile product on the menu so that, from now on, when we think about celebrating St Andrew’s Day, we think of Scotch Lamb.”

ALAN CLARKE
Chief Executive of Quality Meat Scotland



“ We should all take the opportunity to enjoy the best on Scotland’s national day of celebration. Together we can make delicious Scotch Lamb PGI the national dish for St Andrew’s Day.”

ANDREW MCCORNICK
President of National Farmers' Union



“ Scotch Lamb is produced to the highest welfare and environmental standards and it is a privilege to help promote lamb as the meal of choice to celebrate St Andrew’s Day as well as being a great meal option for households throughout the year.”

NEIL WILSON
IAAS Executive Director



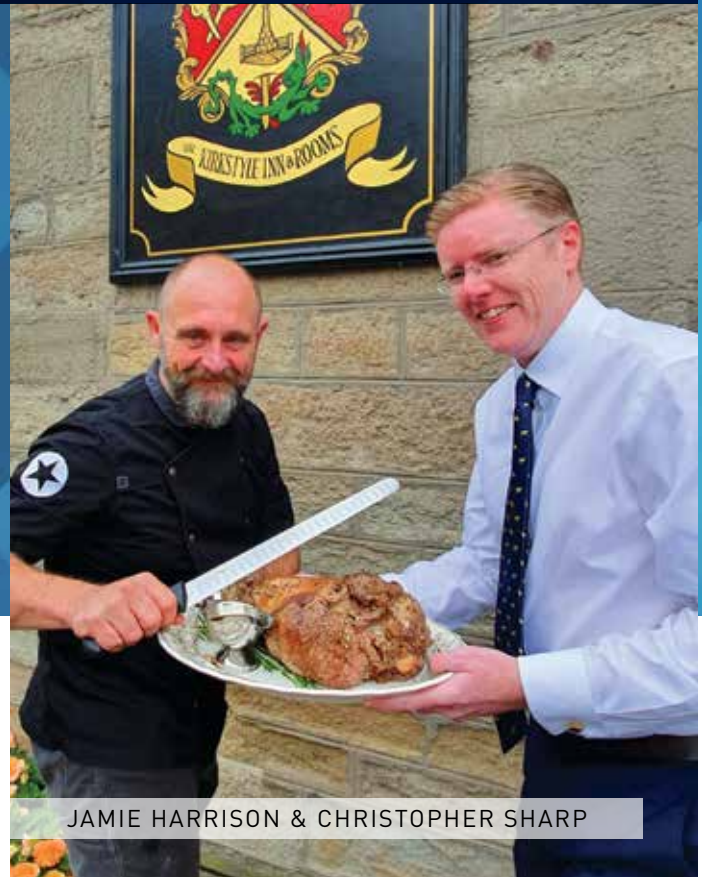
Bringing communities together

Perth Riverside Explorer Scouts hosted an overnight camp at Greenhill Farm, Dunning, where 25 young leaders were challenged to cook lamb using ingenuity and traditional methods.



Scouts 
Scotland

GROUP LEADER, EUAN STURGEON SAID:



JAMIE HARRISON & CHRISTOPHER SHARP

Owner and proprietor of The Kirkstyle Inn, Jamie Harrison, selected a locally sourced lamb to host a Scotch Lamb celebration dinner at his pub. Jamie also created the signature dish of Perthshire slow cooked, Scotch lamb belly, pan roasted Scotch lamb rump roasted carrot and carrot puree, tender stem broccoli, salsa verde lamb stock reduction, which was used for the national advertising campaign.

“I’m proud to be the first to support this important campaign. With its versatility and depth of flavour, Scotch Lamb really is a chef’s favourite.”

JAMIE HARRISON
The Kirkstyle Inn

“The Scout Association promotes the development of young people in achieving their full physical, intellectual, social and spiritual potentials, as individuals, as responsible citizens and as members of their local, national and international communities.”

“The campaign was a great opportunity to help the Explorers understand rural communities and farming life. Using their ingenuity to cook the fantastic lamb helped them to develop more skills and understanding on where food comes from, as well as making them cook their own dinner.”



The Celebrations 2019



- Highland Spit Roasts and Carroglen Heather Lamb local community lunch.

- Coll Community Ceilidh at the Coll Hotel.

- The Discovery Group Optimists, Kilsyth.

- Balliefurth Farm and Butcher Shop.

- Royal Oak Hotel Cullen.

- Eileen Key and Frank McKie, Chapelhill Inn at Logiealmond, charity dinner.

- Perth Riverside Explorer Scouts overnight camp.

- Hartsmailing, Hams, farmers lunches.

- Ballantrae Scout Group St Andrews Evening.

- Friend of the Firth of Clyde, celebration at the Village Inn, Fairlie.

- Dumfries Saints RFC players and supporters Lamb lunch.

- Peebles High School, Rugby pupils' cookery demonstration.

- Ettrick Farmers rugby lunch at Selkirk RFC.

- Kirkstyle Inn Dunning, Celebration of Lamb.

- Yester Bolton and Saltoun Church Social Team, Ceilidh.

- Ettrickbridge Village Hall Committee.

- Farmers Rugby Lunch Peebles v Gordonians.

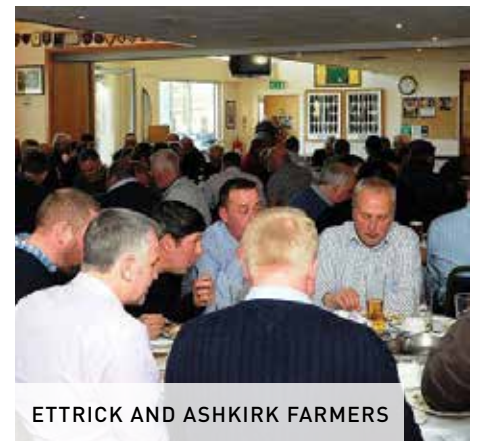
- Hawick RFC v Musselburgh, St Andrews Lunch.



SCHOOL CHILDREN WITH QMS



BALLANTRAE SCOUT GROUP



ETTRICK AND ASHKIRK FARMERS



SALTOUN

The Farmer's Lamb Grace



You're reared upon our pure lands,
 Your life is grand in our soft hands.
 You're fed on grass and hill and machair,
 In the winter the supplements from the snacker.

Oh, your meat it tastes so sweet.
 There's not a part of you I could'nae eat.
 We raise a glass to you our woolly friend,
 We rely on you from beginning to end.

So, tonight we honour you with this great banquet.
 For our lives as farmers we all be thank'it

Come now, we love our Scotch beef, chicken and ham,
 But nothing comes close to Prime Scotch Lamb.

by TOM DAVIS (edited)



COLL HOTEL
 THE GILPHART FAMILY

SCOTTISH LAMB FOR ST. ANDREWS DAY
 6.30PM FOR 7PM

A CELEBRATION OF SCOTTISH LAMB & OUR COLL FARMERS
 £25PP

LAMB & FRESH MINT SLIDER WITH RIATA

ROAST LAMB CROQUETTE WITH APPLE AND BERRY PUREE

ROAST LEG & SHOULDER OF LAMB
 SHEPHERD'S PIE WITH ROOT VEGETABLE MASH
 ROAST POTATOES & GREENS

A CITRUS TRIO

LEMON POSSET
 LIME CHEESECAKE
 ORANGE SORBET



The Kirkstyle Inn & Rooms Est. 1805

St Andrews Day Event

Making Scottish Lamb the dish of choice this St Andrews Day

Celebrating Scottish Lamb
Tullibardine Whisky
Brand New, Little Earl Gin
Alchemy Craft Beer
Ticketed Event

Come feast on lamb done in so many ways we can't list it!
 Enjoy the beverages chosen to represent the best in Scotland
 Limited spaces, Only 25 quid for a Saturday night out!!!
 Book now to avoid missing out!

All from #littlepubinthecountry

The Kirkstyle Inn Kirkstyle Square Dumfries PH12 0RR T: 01704 684 248
www.kirkstyleinn.com or find us on Facebook at "The Kirkstyle Inn"



KILSYTH OPTIMISTS DISCOVERY GROUP



HIGHLAND SPIT ROASTS & CARROGLEN HEATHER LAMB

2020, LambforStAndrewsDay is back - but with a twist



Discover
Scotch Lamb Dhansak

★★★★★
Based on 4881 user ratings

Add a bit of variety to your weekly mealplan with our Scotch Lamb Dhansak. This spicy lamb curry is best cooked low and slow making it an ideal weekend meal which is guaranteed to please even the fussiest of diners.

How to cook & Ingredients

30 MINS 2 HOURS 4



Make it

Scotch Lamb for St Andrew's Day Campaign Success



- 11,600** pupils / 115 schools cooked with and enjoyed Scotch Lamb PGI
- +9%** value and +6.9% volume in November*
- Press mentions worth £32K in advertising space reaching **5.2m** readers
- 1.4m** digital advertising impressions**

Campaign at a glance:

- Partnership with celebrity chef, Tony Singh MBE
- Press campaign in the Daily Record.
- Worked with schools across the country to cook with Scotch Lamb PGI
- Social media - 337K impressions from Scotch Kitchen Facebook, Instagram and Twitter
- Competitions through Scotch Kitchen and Daily Record
- Influencer partnerships - promoted to 73K followers
- Retail activation in Aldi & Scotmid

Thank you to all our industry collaborators on the success of this years campaign

- United Auctions
- National Farmers Union Scotland (NFUS)
- Institute of Auctioneers and Appraisers Scotland (IAAS)
- National Sheep Association Scotland (NSAS)

QMS **SCOTCH LAMB**

*Kantar: Ave 29 Nov '20 vs baseline Ave average (excl Ave 19 April 20). Contextual movements - see all attributable to campaign
 **Number of times the adverts were displayed for audience to see



Discover

Scotch Lamb Naan Pizzas

★★★★★

Rating: 5.0 (10 reviews)

Add a twist to your pizza with our delicious Scotch Lamb Naan Pizza recipe. They're so quick to make - the ideal midweek meal after a long day.

How to cook & Ingredients

🕒 10 MINS ⏴ 10 MINS 🍴 4

SCOTCH LAMB

The Schools

“We jumped at the chance to get behind the Lamb for St Andrew’s Day campaign. It’s a great way for Clackmannanshire’s schools to celebrate 30th November while reinforcing the message to pupils of the importance of this locally-produced, healthy food as part of a balanced diet, as well as widening links with local businesses to provide new experiences and opportunities.”



JULIA BARCLAY
Improving Outcomes Officer at
Clackmannanshire Council

Anderson High School, **Whalsay School**, Aith Junior High School, **Golspie High School**, Invergordon Academy, **Ullapool High School**, Arran High School, **St Josephs**, Alloa Academy, **Culloden Academy**, Portobello High School, **St Thomas Aquinas HS Edinburgh**, Linlithgow Academy, **Whitburn Academy**, Elgin Academy, **St Modan’s High School**, Smithycroft Secondary, **Holybrook Academy**, Dunfermline High School, **Kinross High School**, Perth High School, **St John’s Academy**, Kingussie High School, **Inverclyde Academy**, Campbeltown Grammar School, **Eyemouth High School**, Riverside Explorers, **Hermitage Academy**, Dalry School, **Rothessay Academy**, Speyside High School, **Aboyne Academy**, Peterhead Academy, **The Gordon Schools**, Hazlehead Academy, **Cults Academy**, Kemnay Academy, **Elgin Academy**, Dalbeattie High School, **Clydebank High School**, Vale of Leven Academy, **St Thomas Aquinas Secondary School**, Kilwinning Academy, **St Matthew’s Academy**, Ardrossan Academy, **Bellshill Academy**, St Columba’s High School, **Garnock Community Campus**, Queen Margaret Academy, **Clydeview Academy**, Loudon Academy, **Greenwood Academy**, Ayr Academy, **Forfar Academy**, Craigie High School, **St Johns RC High School**, Harris Academy, **Carnoustie High School**, Webster’s High School, **Gryffe High School**, Oban High School, **Skills Academy**, Taylor High School, **Castle Douglas High School**, Dumfries Academy, **Lockerbie Academy**, North West Community Campus, **Wallace Hall Academy**, Braes High School, **Stirling High School**, Alloa Academy, **Alva Academy**, Rutherglen High School, **Castlehead High School**, Stonelaw High School, **Sanderson High School**, Cathkin High School, **Berwickshire High School**, Galshiels Academy, **Selkirk High School**, Hawick High School, **Preston Lodge High School**, Dunbar Grammar School, **Beeslack High School**, Penicuik High School, **Dalziel High School**, Lesmahagow High School, **Drumchapel High School**, Biggar High School, **Clyde Valley High School**, St Aidans High School, **St. John Ogilvie High School**, Cardinal Newman High School, **St. Andrew’s High School**, Carluke High School, **Cumbernauld Academy**, Greenfaulds High School, **Whitburn Academy**, Craigmount High School, **Currie Community High School**, Parkhill School, **Eastbank Academy**, Bellahouston Academy, **Holyrood RC Secondary School**, St Pauls High School, **Bishopbriggs Academy**, St Ninian’s High School, **Kirkintilloch High School**, Lenzie Academy, **Uddingston Grammar School**, St Margaret Marys Secondary School, **St Ninian’s High School**, Dumbarton Academy, **Castle Douglas High School**, Dumfries Academy, **Lockerbie Academy**, North West Community Campus, **Wallace Hall Academy**, Braes High School, **Stirling High School**, Rutherglen High School, **Castlehead High School**, Stonelaw High School, **Sanderson High School**, Cathkin High School, **Berwickshire High School**, Galshiels Academy, **Selkirk High School**, Hawick High School



Our Higher Engineering neighbours were curious to taste a lamb pizza and Callum said “that was absolutely banging, can I have the recipe”.



“In 2021 we want #LambforStAndrewsDay to be bigger and better than before. The aim is for every single home economics pupil in Scotland to get the chance to cook with lamb on the 30th November. We will soon be contacting all secondary schools in Scotland to offer them the opportunity to join the campaign and receive their free lamb and recipe cards. This will build on the success of the 2020 campaign and C&D Auction Marts are delighted to be working alongside IAAS to make 2021 a real success.”

JOHN THOMSON FIA
C & D Auction Markets

“Dingwall & Highland Marts Ltd are delighted to be part of Lamb for St Andrew’s Day 2021 campaign. We hope that this will engage pupils in understanding the high quality, versatile red meat produced on their own doorstep whilst opening up and informing the debate about ‘green’ miles. Pupils will receive lamb produced and marketed in the Highland region which highlights the strength of our local food system.”

GRANT MACPHERSON FIA (SCOT)
Managing Director, Dingwall and
Highland Marts Limited



Get Involved...



We’re doing it all again this year:

#LambforStAndrewsDay

To get involved please contact:

neil@iaas.co.uk



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