

The Scottish Venison Partnership (SVP) who we are, what we do

The Scottish Venison Partnership (SVP) is the representative body for all venison producers in Scotland, private and public sector, wild and farmed.

SVP was formerly the Scottish Venison Working Group. It was constituted as the Scottish Venison Partnership following a decision of SVWG members at a meeting at Blair Castle on 3 May 2011.



Who makes up SVP?

Membership comprises private and public sector organisations with a direct interest Scottish venison, wild and farmed, or its generic promotion:

- Association of Deer Management Groups
- Cairngorms National Park Authority
- British Deer Farms and Parks Association
- Forestry Commission Scotland
- Scottish Federation of Meat Traders Association
- Scottish Gamekeepers Association
- Scottish Natural Heritage
- Scottish Quality Wild Venison

And game dealers, processors, further processors:

- Ardgay Game
- Highland Game
- Rannoch Smokery
- Yorkshire Game



Membership representatives

- ADMG – John Morison
- CNPA – Bruce McConachie
- BDFPA – John Fletcher, Alan Sneddon
- FCS – Iain Ferguson
- SFMTA – Douglas Scott
- SGA – George Macdonald
- SNH – Pete Moore, Alastair MacGugan
- SQWV – Jonathan Whitehead
- Ardgay Game – Les Waugh
- Highland Game – Christian Nissen, Kirsty Macdonald
- Rannoch Smokery – Richard Barclay
- Yorkshire Game – Vacant
- Chairman – Bill Bewsher
- Secretary – Dick Playfair



Co-opted members

Members can jointly agree to invite other bodies or organisations, or may co-opt other companies, organisations or individuals to work with SVP either on an ongoing basis, for specific projects or for expertise.

- Ali Loder, Deer Farmer, NE Scotland
- Nichola Fletcher, venison ambassador
- Justin Irvine, James Hutton Institute
- Paul Mayfield, SAC Consulting



SVP Aims and Objectives

The principle aim of the Partnership is to bring the separate strands of the Scottish venison sector together to build and secure 'Scottish Venison' as a core-value brand.



More specifically to ...

- increase market demand for Scottish venison both at local and national level.
- promote co-operation, good practice, and efficiency, building confidence and ensuring continuing demand.
- recognise Scottish venison's contribution to existing and new sustainable rural development opportunities.
- explore/develop new opportunities to secure future supply.
- liaise with appropriate Governments, departments and agencies, re Scottish venison issues.
- co-ordinate/communicate views and developments internally and externally.



In addition...

- SVP aims to contribute to the Scottish Government's strategic objectives – particularly 'smarter', 'healthier' and 'greener'.
- SVP is a member of the Deer Management Round Table, inputs into WDNA and has actions and activities assigned in the current WDNA action plan to 2020.



Funding

- SVP is mainly funded by a 2p/kilo levy collected on all deer species through SQWV assured game dealers – Ardgay Game, Highland Game, Yorkshire Game and discussions with others
- Grant from Forestry Commission Scotland
- Total annual budget of just over £20K



Happening right now ...

- PGI application for Scottish Wild Venison
- 3 x short films on food safety
- Research to assess prevalence of *E Coli* O157 in venison from wild deer
- Research – study re provision of central chill for lowland Scotland/central belt - complete
- PR – the venison story – extensive media coverage



What's next?

- Bid to Knowledge Transfer Fund for new 12 month deer farm and park deer demo project
- Scottish Venison Day 2017
- Continued consumer facing promotion.
- Assessing BREXIT – implications for Scottish venison sector of exit from Europe



Ongoing work

- Monitoring market data
- Consultation responses
- Providing the go-to source for sector information for media and others



Not forgetting previous highlights ...

- The Scottish Venison brand
- Government perception of Scottish Venison as a high quality asset – and an opportunity
- Website
- Scottish Venison Day - 4th September.
- Deer in Scotland Education Zone.
- Deer Farm and Park Demo Project 2014 - 2015

