

Scottish Venison Update

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Short resumé covering:

- ADMG/SVA Surveys
- Venison market
- Routes to market
- Government support
- Sector PR
- Scottish Deer Health Survey
- Wild Game Guide Consultation



ADMG sector surveys

April and September

- Survey 1 reported at AGM – estimated £9m worst case loss
- Survey 2 – smaller sample 34 businesses: loss (stalking and accommodation) £1.1m
- Majority predict loss of < £20,000
- Average venison price between .98p and £1.30 (down from £2.00 - £2.30 last year)
- Very few problems reported with carcass uplift (stags)



UK venison market

- Continued growth in retail/grocery sector +7% value; +10% volume year to September 2020
- Dip in price to consumer
- Restaurant, catering, food service, hospitality market remains decimated.
- Some upward movement for local sales and mail order



Routes to market

- Interest in alternative routes to market emerging. 'Collective' and independent projects.
- Short supply chain from producer to butcher promoted September – new films and advice online + advice on accessing market direct (SVA web)
- AGHEs/processors crucial in reaching volume markets, and under pressure to maintain viable businesses and protect jobs.



Scottish Government support

- SVA pitched to Scot Govt for support in April and discussions thereafter
- Indications of a positive response
- Plan for online generic campaign targeting Scotland and London and SE England, December to February 2021
- No silver bullet. Supports all channels
- Sector commitment vital to gain 'free' exposure and amplify online campaign



Scottish Deer Health Survey

- Final report published
- Wild venison sector generally in a good place
- Vigilance and high standards must be maintained going forward to drive down risk
- No complacency
- Report on FSS website



Wild Game Guide Consultation

- Standalone WGG for Scotland (previously had been for all UK)
- Guidance – not regulation. But vital for all supplying venison into food chain
- SVA making response
- Individual practitioners should respond too
- Closes 24 December
- Link on ADMG website after meeting and E-Scope



And finally...

- Venison policy and planning in England and Wales. Wild Venison Working Group set up; development of a venison brand; QA standard – ‘Grown in Britain’; opportunity or threat?
- Towards ‘Lead Free’ – don’t lose sight of this
- SVA continues to receive vital support from SAOS –much appreciated.
- Notes and links for presentation on ADMG website

