

# Scottish Venison Update

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Association

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# It's been a tough year

- Challenges from Covid across entire food and drink sector
- Market was growing pre-Covid (retail growth at almost 12% - Kantar)
- Closure of hotel, restaurant, catering, events, food service
- Drop in price paid to producers
- Some producers have adapted
- Exports challenged



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# SVA Finance

- SVA spend per annum just £20K
- SVA income is less and reducing
- Reduced cull means reduced levy (2p/kg)
- Only two processors collect the levy
- Additional financial support from Highland Game and deer farmers (through First Venison)



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# Information

- SVA needs to know the facts to represent sector case to Government
- Producers provide good information – good response to Covid impact survey (May 2020)
- Information from processors and AGHEs is sparse. Lack of engagement an issue

# Headline activity



- Recovery campaign
- Unlocking the local supply chain
- Greenhouse gas emissions research
- Country Food Trust

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- **Recovery campaign**
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Minister Nicola Sturgeon has now confirmed that the mainland – with the exception of Moray – will **move to Level 2 from 17 May** which will relax rules around socialising indoors, hospitality and entertainment venues like cinemas.

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# In conclusion

- Pressure is on
- Wastage not an option
- Supply chain remains challenged
- Storage
- Lead free
- Covid has highlighted the vulnerabilities of the system

**Thank you and questions**