

# Scottish Venison

## Presentation

to

## The Association of Deer Management Groups Annual General Meeting

25 March 2026



## What is Scottish Venison?

- Scottish Venison Ltd is the representative body for venison producers and processors in Scotland, public and private sector, wild and farmed.
- Its role is to represent the interests of the sector wherever appropriate, to promote venison from Scotland to UK markets, encourage supply, and build demand as well as the expansion of the Scottish Quality Wild Venison (SQWV) assurance scheme.



## **Scottish Venison's structure**

SVA, the trade organisation and SQWV Ltd the independent quality mark merged in June last year to form a not-for-profit limited company. This has professionalised SV, and made the organisation more fit for purpose, bringing in additional skills and expertise.



# Scottish Venison

## Scottish Venison Ltd Board Directors

Richard Cooke (Chair), John Forteith, Tom Turnbull

## Scottish Venison Executive Committee

Richard Cooke, Chair

Upland deer  
ADMG  
Tom Turnbull  
TBC

Lowland deer  
John Bruce,  
LDNS  
Peter Clark  
BASC

Deer Farming  
Joe Mallinson  
Alan Sneddon

Processors  
Christian Nissen  
Ruaridh Waugh

Marketing  
Tim Maddams  
Dick Playfair

SQWV  
John Forteith

Environmental  
advice  
Alan McDonnell  
TBC

Education and  
Training  
Linzi Seivwright  
TBC

Market research  
The Knowledge  
Bank

SAOS  
Fergus Younger  
Douglas  
Bowden-Smith

SQWV  
Admin Manager  
Helen MacIntyre

SV Secretary  
Dick Playfair  
Admin Manager  
Helen MacIntyre

Government  
+ agencies  
NatureScot,  
FLS  
FSS

Associate  
Processors  
By invitation

Specialist  
advice  
SAC  
SRUC  
Moredun  
James Hutton

Trade  
Scottish Craft  
Butchers  
Scottish  
Wholesalers

SQWV TAC  
By invitation

Support

Co-opted and/or invited to meetings

## How is Scottish Venison funded?

- SV Ltd has income of c£85K per annum with outgoings of c£80K per annum.
- £40K ADMG grant for last two years (replaced 2p/kg levy)
- Also, contributions from Associate Processors + FLS
- Plus, NatureScot and Scottish Government funding (£45,000 from SG for 2025/26).
- Some work funded directly. Significant increase in funding since pre-merger required to implement elements of the strategy.
- SQWV funding integrated but separate. Importantly John Forteith's role for SQWV funded via SAOS by Scottish Government.



## Snapshot of the last 12 months

“A year of transition; a year of consolidation.”



## Political

Period of intense activity.

- Venison very much a focus of the deer element of the NE Bill.
- Buoyant venison market presented at all levels and across all parties as an important outcome going forward.
- SV gave evidence to RAI Committee twice, plus meetings with Minister, officials and MSPs right up to stage 3.
- Result – recognition of venison in political circles as healthy protein, and as validation for deer management process.
- Inclusion of Deer and Venison Action Plan in new legislation (an extension to the existing venison strategy).



## Image

Who we are and how people see Scottish Venison.

SV's image was more than 15 years old. Dated, tired. Website too corporate.

So, a major makeover

- Image – new logo
- Website absolutely crucial. We wanted a website which consumers would access and enjoy - it's now strongly themed with recipes and top-notch photography (all the tired SV stuff has been hidden away)
- We've developed a growing social media presence
- We've engaged expert help – Tim Maddams, Clare Major
- We need to continue this profile building at this level. It's working.



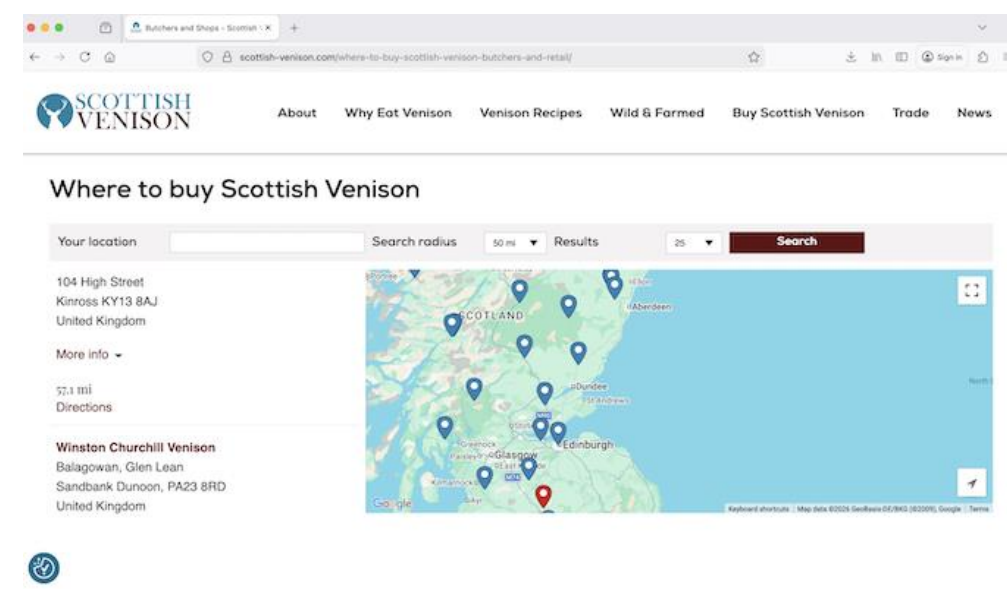
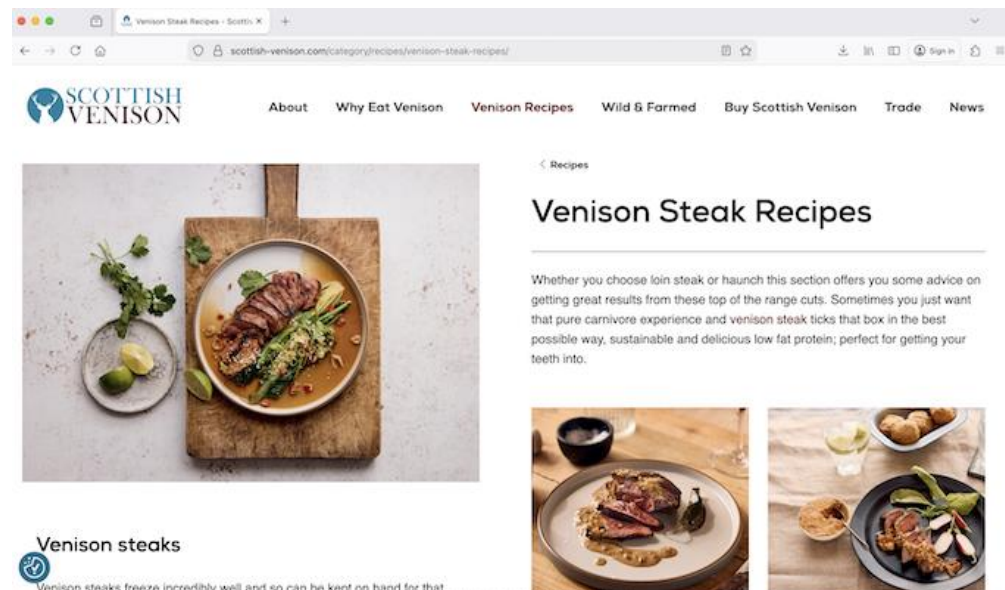
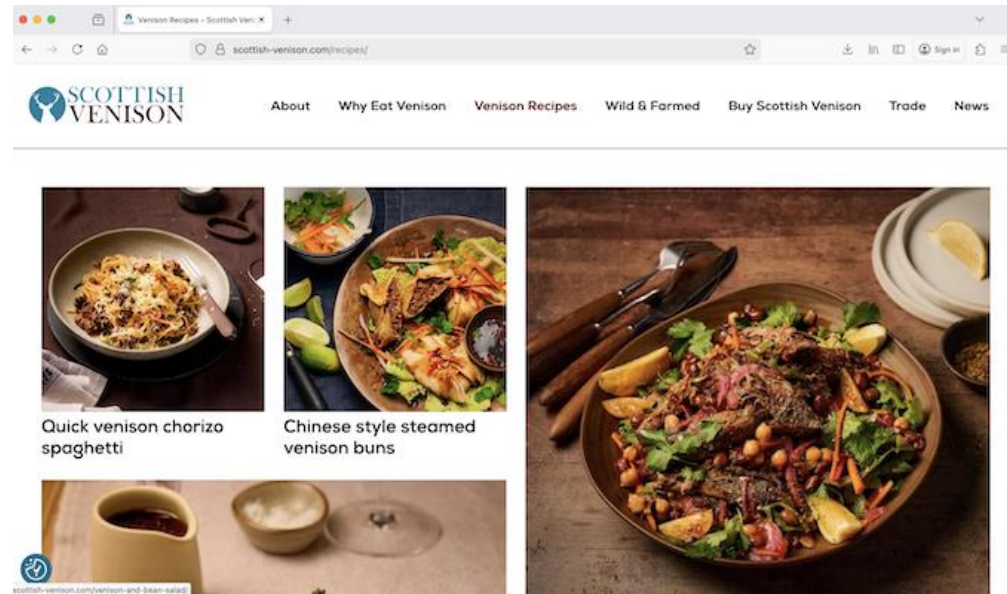
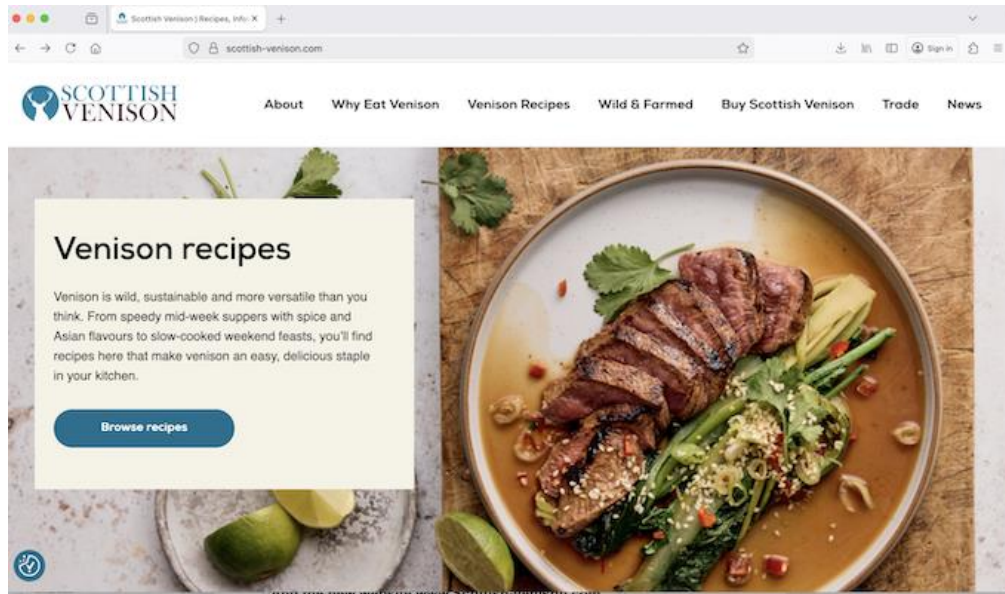
**Out with the old**



**In with the new**



# New website www.scottish-venison.com



10:08

Scottish Venison 8

All Photos Reels More

Reel Live

Manage posts

Featured [Manage](#)


Meta

**Streamline your content creation with Manus AI**

Use Manus to create posts for your Page that engage your audience.

**Scottish Venison**  
Sponsored

It's British Pie Week – and to celebrate Scottish Venison has teamed up with British Leeks to present a wonderfully tasty pie recipe Highland Venison & Creamed Leek Pie with Ruff-Puff Pastry with thanks to @GourmetGlow for the b...



10:09

**Scottish Venison**  
@ScotVenison

Keeping you posted on behalf of Scottish Venison with everything to do with this fabulous product. Delicious!

Scotland [scottish-venison.com](https://scottish-venison.com)

Joined August 2011


444 Following 1.3K Followers

Followed by Iain Hunter, Toby Playfair, and HUNTERS OF KINROSS


Posts Replies Videos Photos

**Scottish Venison** @Sc... · 12/12/2025

There's almost nothing quite as good as a venison sausage roll. For the recipe, and loads of other venison festive ideas see [scottish-venison.com/category/recipe/](https://scottish-venison.com/category/recipe/) [#scottishvenison](#) [#venison](#) [#venisonrecipes](#)



scottish\_venison



[View Insights](#)

20 2

Liked by liddlesdale\_venison and others scottish\_venison Let's talk about scotch eggs

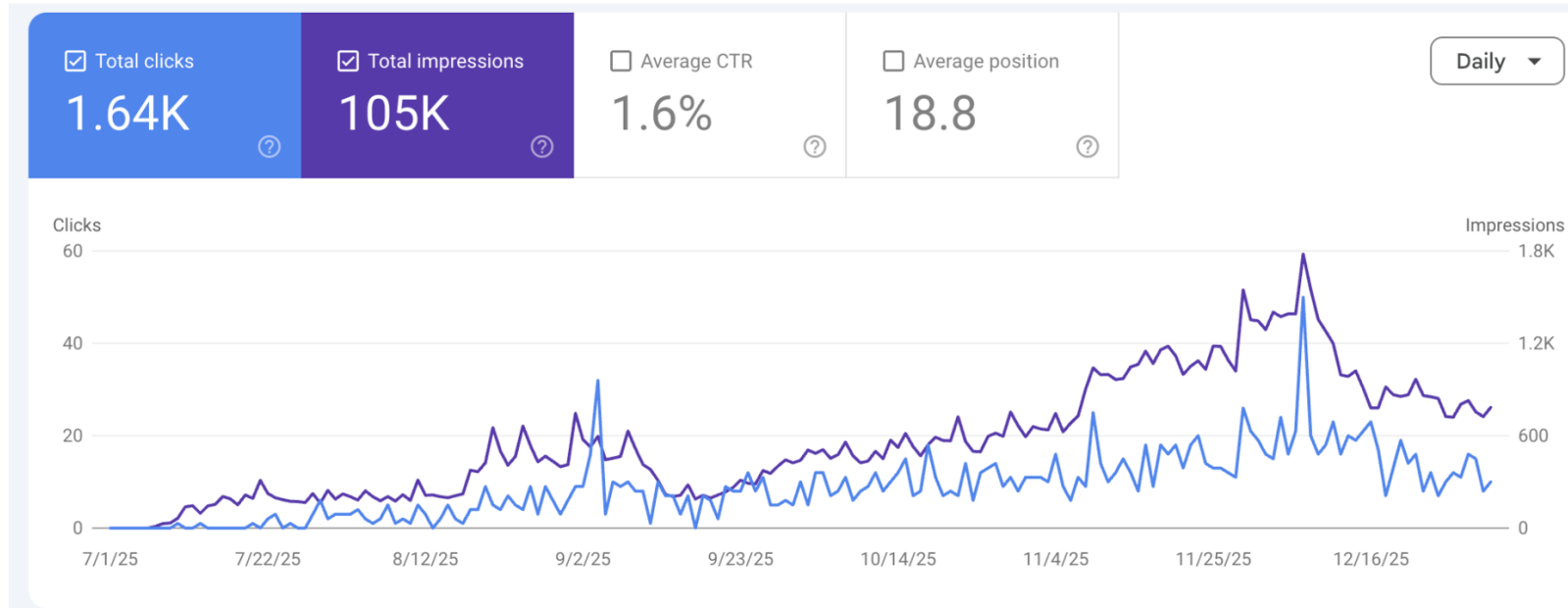
The proper homemade kind - golden and... more

# Social Media



# Supporting data

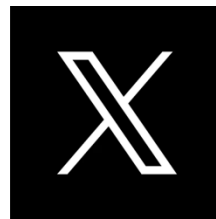
Increase in website activity, + views, clicks, impressions



350 > 650



800 > 1050



> 1387



# GWCT Scottish Game Fair 2025



And back again in 2026 as sponsor of the Cookery Theatre for third year to engage with the public with another star line-up of game chefs – supported by Ardgay Game.

A great time was had by all!

Scottish Venison - tasty, sustainable, nature positive

SPONSORS OF THE COOKERY THEATRE AT THE GWCT  
SCOTTISH GAME FAIR 2025 WITH ESSE STOVES.

[scottish-venison.com](http://scottish-venison.com)



## Activity through 2025 – 26 and ongoing

- Public sector engagement, trade and wholesale
- Building on supply to schools working with Food for Life and others - local supply for local outlets
- Focusing on activities we can deliver through ‘venison ambassadors’ in the classroom
- Revisiting and expanding the butchery skills programme with Craft Skills Scotland
- Facilitated development of three new local processing facilities with supporting grant funding from Scotland Food and Drink Partnership
- Engaged in low ground activity in conjunction with NatureScot, SAOS and LDNS with grant scheme to support infrastructure at smaller scale.



## And in addition

- Scotland Food and Drink – inclusion of SQWV assured venison in Food Charter for 2026 Commonwealth Games.
- Food Standards Scotland – update of Wild Game Guide.
- Current research (led by the Rowett/Aberdeen University, funded by Scottish Government) ‘Costs and opportunities for Scottish products with higher value status’.



## Forward look

- Build momentum; build trade and consumer awareness.
- Expand online visibility.
- Keep politicians engaged about who we are and what we do.
- Expand relationships and networks; develop opportunities at producer and processor level.
- Roll-out skills development programme further.
- Commission new research – economics of venison sector with special reference to price paid to primary producer.
- Revisit UKGI (was PGI) for Scottish Wild Venison.
- As market and demand grow but availability of raw material decreases we anticipate a rise in price to producer, but when?



## Thanks to

- The hard-working SV team, especially our Chair and Vice Chair, and those who contribute time for nothing
- SAOS
- ADMG as lead funder for the last two years and through the SV/SQWV merger period
- Associate processors and other supporters and contributors
- Other organisations helping us to achieve our objectives
- Many political allies across the parties
- Others too numerous to mention ...

Thank you.

