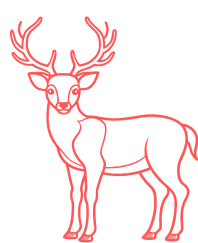


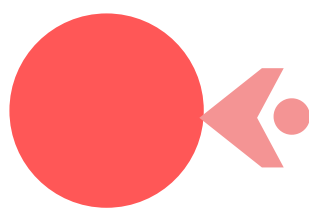
SCOTTISH VENISON

KEY FACTS & FIGURES

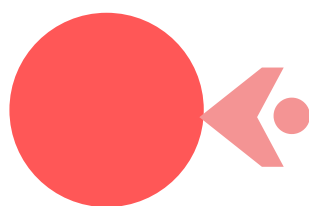
Scotland produces **~3.5k t** of venison per year and the deer sector contributes **~£140m/year** to the Scottish economy



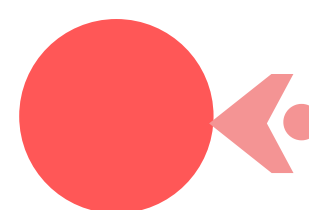
There are **~1m** wild deer and 14,000 farmed deer in Scotland



There are **~152** deer holdings in Scotland and **~110k** wild deer are culled annually



~2.5% of the venison produced in Scotland comes from farmed venison; the rest from wild



There are **14** approved venison cutting plants and **12** Approved Game Handling Establishments in Scotland. Some venison is also processed in England

Scotland was self-sufficient in wild venison during the season (Sept-Dec) in 2025

The main market for Scottish venison is the UK, making up **79%** of sales

~1k t of venison is imported from NZ, representing **25%** of the UK's consumption

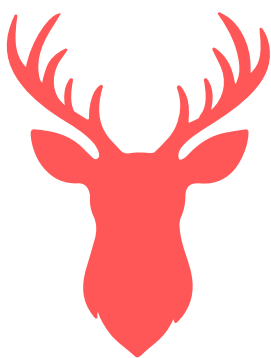
23% of Scottish customers buy venison at least monthly. Important factors are freshness, quality and provenance

Brands are more important in venison in Scotland than in the rest of the UK, accounting for **87.6%** of sales

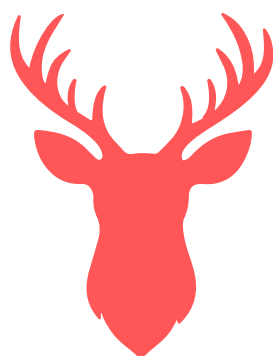


Scotland holds **20.6%** of UK venison sales, worth **~£3.25m**. This is a value increase of **9.2%** and a volume increase of **5.5%** vs 2024

Challenges for producers in the Highlands are remoteness from processors and difficult terrain. In the lowlands, urbanisation is an issue, along with lack of cold storage and stalkers



As more woodland is planted to mitigate climate change, more natural deer habitats are created, where deer will be harder to manage. Producers find that harvesting/culling deer sometimes costs more than the price paid for venison



UK venison consumption has increased over the last 10 years but venison is still a small, under-developed market and there are opportunities to develop sales further in England and Wales