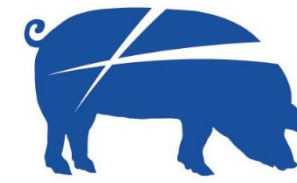




The Importance of Supply Chain Development

Andy McGowan
Managing Director
Scottish Pig Producers

Scotland



Quality comes first
SCOTTISH PIG PRODUCERS LTD



Northern Ireland

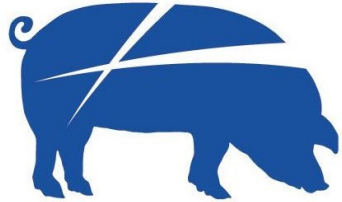


Operations

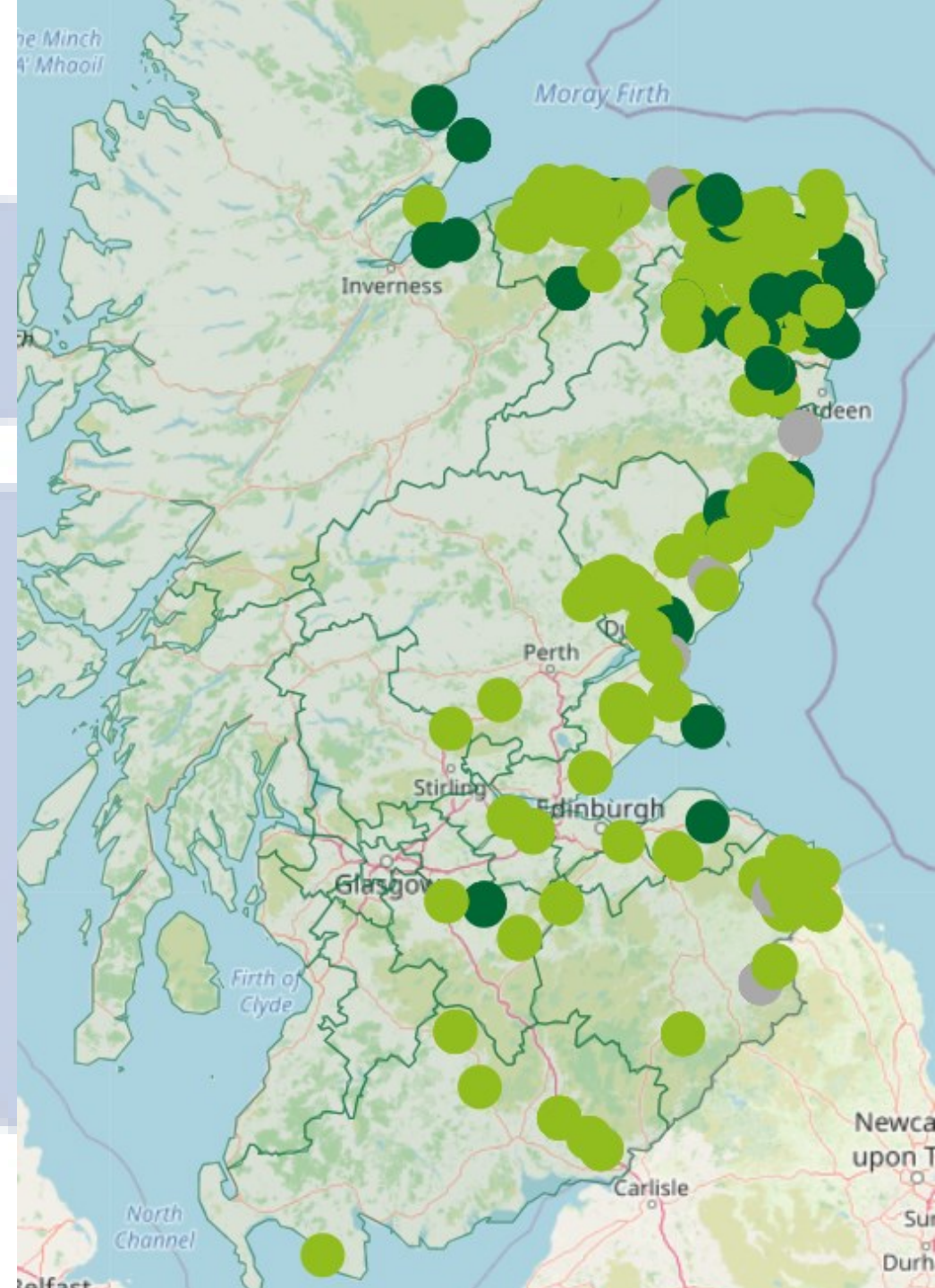


Pig Farming in Scotland

- @50 businesses
- 210 commercial sites
- Roughly half outdoor bred



SCOTTISH PIG
PRODUCERS LTD





Formed During a Processing Crisis



**GRAMPIAN
PIGS
GO FOR
QUALITY**

SINCE ITS formation in late 1979, Grampian Pig Producers Limited, a pig procurement and marketing co-operative in the North East of Scotland, has made giant strides in its marketing activities.

Speaking at its first agm chairman Douglas Cargill of Coldstream, Laurencekirk, illustrated the success of the co-operative by comparing achievements at the beginning and end of its first year of trading. These were:— an increase of throughput from

This was the essential ingredient in achieving the long term aim of the co-operative, which was to substitute part of the importation of pig meats from Denmark, Eire, Holland and Poland by increasing volume sales of Scottish pig products in Scotland.

To achieve this aim Grampian Pig Producers has been working closely on a contractual basis with two well-known meat processing firms, William Donald of Portlethen and Halls of Breuchna.

A television advertising campaign in the Grampian region on the theme of "Quality comes First" advertises the link-up between Halls of Breuchna and Grampian Pig Producers. This is being supported by point of sale material throughout the full gamut of Halls' retail

Display involving Halls and Grampian Pig Producers Ltd.

Margaret College for Home Economics for distribution at retail points in late January. The recipes will be applicable to Scottish cuts of meat.

This tie is between an efficient farmers' co-operative and sophisticated meat companies must be seen as one of the most important concerns of the meat industry.

The resulting covered questions of and processing and awareness that all pig marketing chain has strengthened to ensure Scottish quality reached the British shopping basket.



Halls of Broxburn -2013

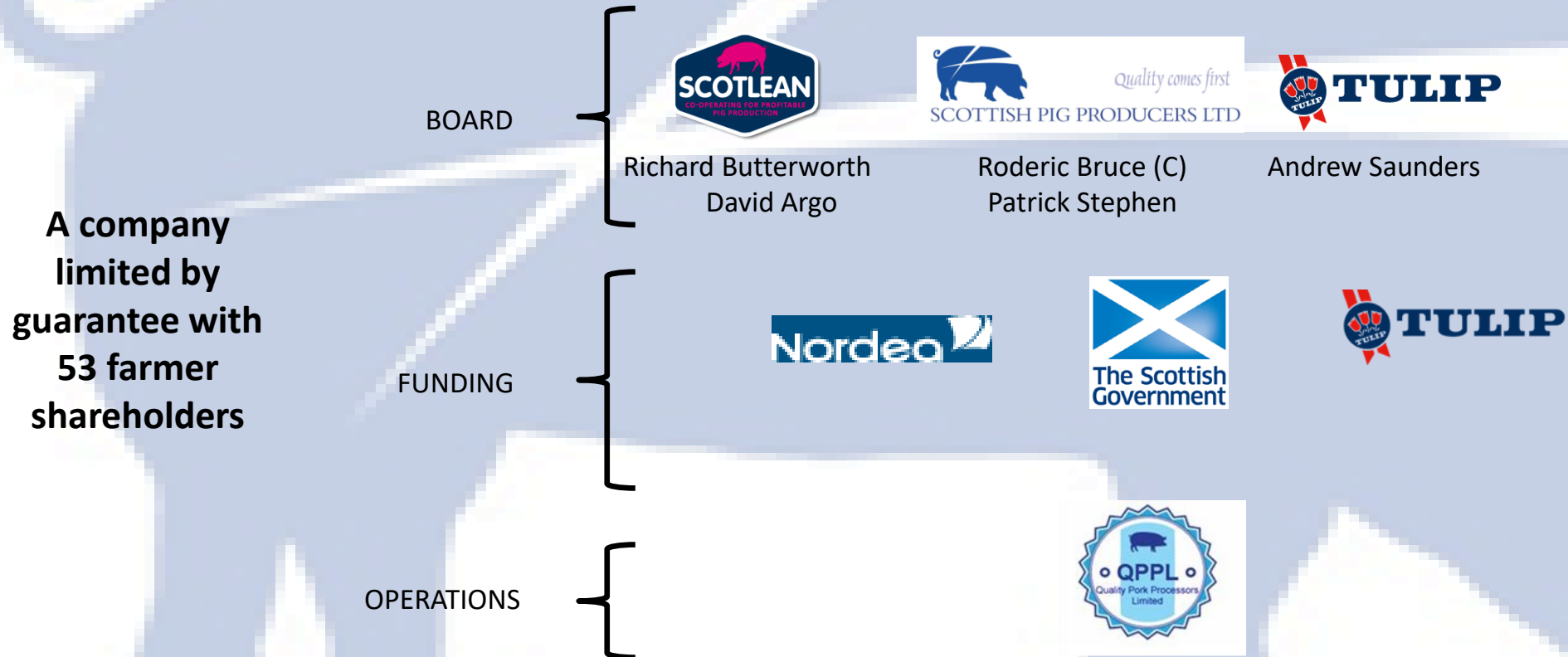


Halls of Broxburn - 2014





Quality Pork Ltd (Brechin)





2016



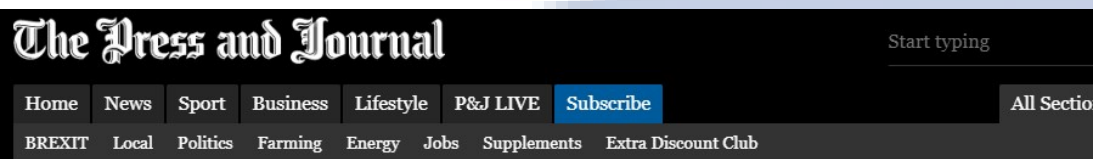


2017





2018-21



BUSINESS / FARMING

Boost for Brechin firm as China welcomes pork

by Gemma Mackenzie

October 18, 2019, 5:56 pm



SCOTLAND
OF FOOD & DRINK

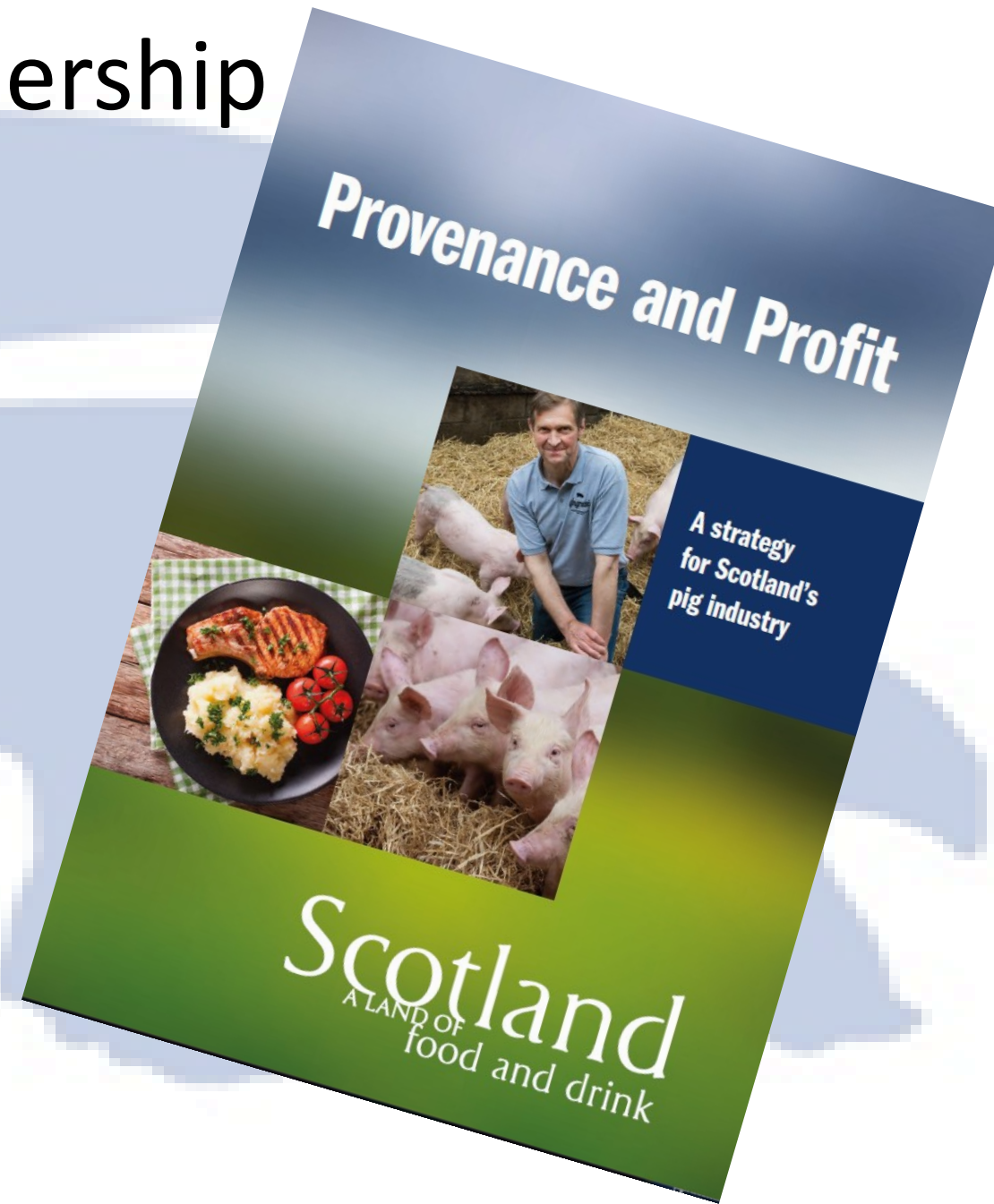
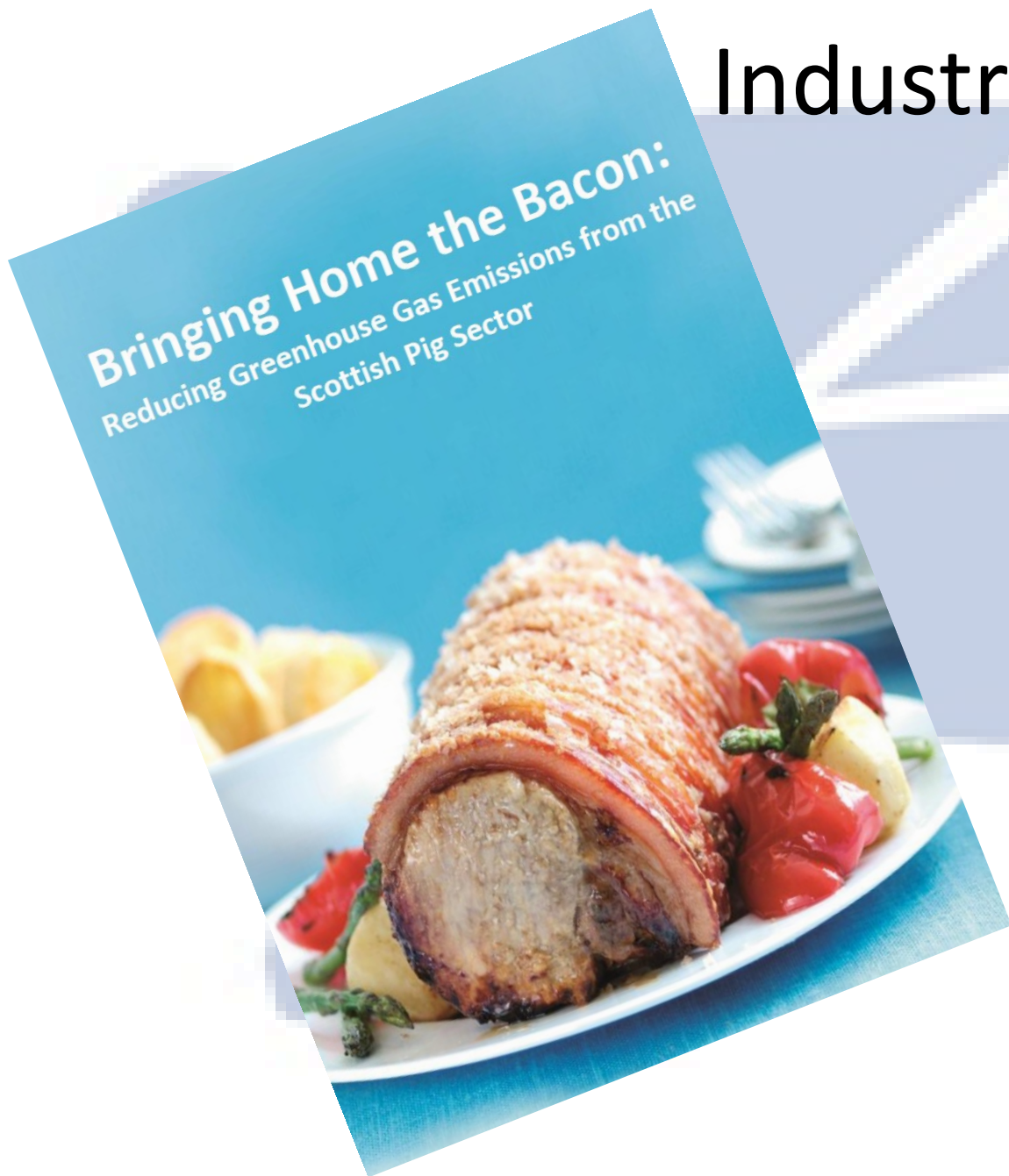
Excellence Awards

Success Through Partnership

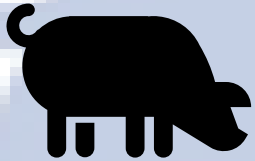
WINNER 2018



Industry Leadership



Developing Points of Difference



Growth rates 8% higher
than UK average

Storm Clouds Gather...

UK meat industry cuts production as Brexit labour shortages bite

Industry 'heading for brick wall' and calls on government to relax immigration rules



Up to 120,000 pigs in UK face culling due to lack of abattoir workers

National Pig Association fears 'acute welfare disaster' within weeks if farmers cannot get stock processed

Crisis in pig sector deepens as welfare cull tops 30,000



Thousands of East Yorkshire pigs culled due to butcher shortage

🕒 15 December 2021

January 2021

Brechin job fears as three-day week brought in at £10m abattoir amidst pig farming's 'perfect storm'



Next Post

NEWS / LOCAL / ANGUS & THE MEARNES

Brechin job fears as three-day week brought in at £10m abattoir amidst pig farming's 'perfect storm'

By  **Graham Brown**  May 8 2021, 10:50am



The ODD plant at Brechin



 The McGowans



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Covid in Scotland: Abattoir closes for two weeks after outbreak

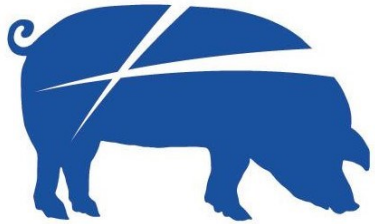
 25 January



Coronavirus pandemic

Pilgrims (Tulip) Head for the Door

Brechin Restructuring Group

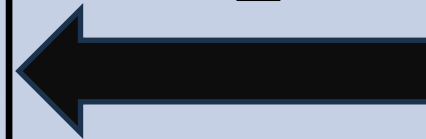


SCOTTISH PIG
PRODUCERS LTD



Thorntons

£



OPPORTUNITY NORTH EAST

Food, Drink & Agriculture

Sold as a Going Concern in Jan 23



Browns Food Group buys Brechin abattoir

The Brechin abattoir has been bought by Browns Food Group.



Major Supply Chain Investment

Aldi Scotland doubles pork range in support of Scottish pork

Eight new pork lines will be available in Aldi's 106 Scottish stores



Alex Black

01 October 2024 • 2 min read

SHARE

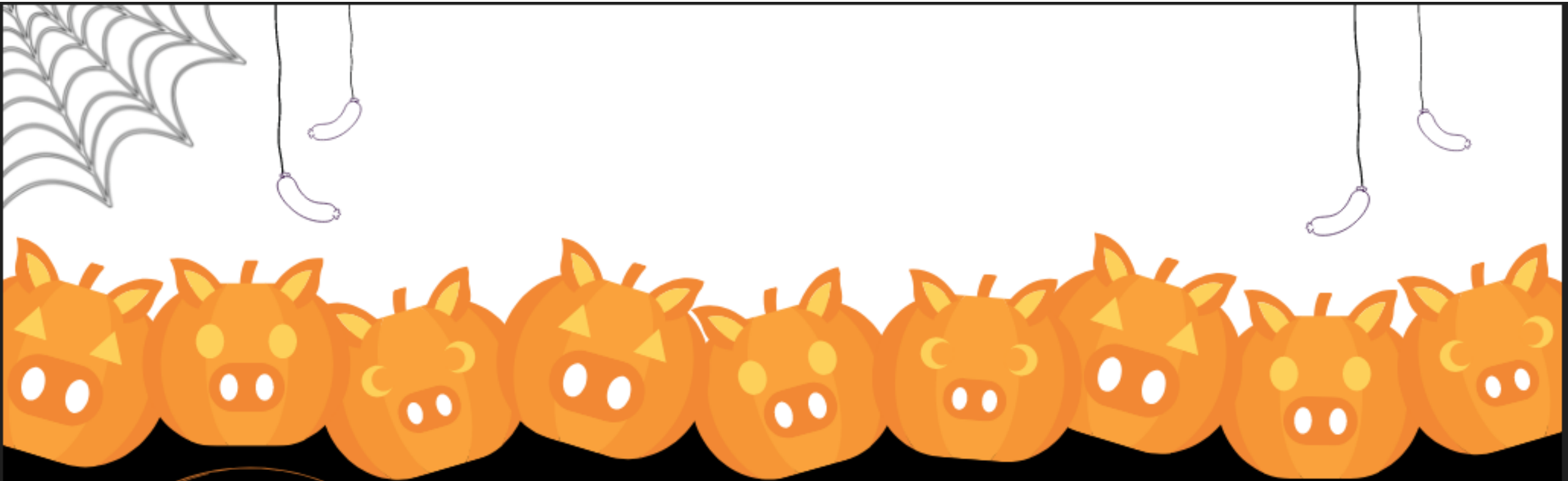


Browns Food Group targets £100m sales jump for Scottish pork

By Kevin White | 20 May 2024 | 3 min read

THE Kilted[®] PORK CO.





PORKTOBER

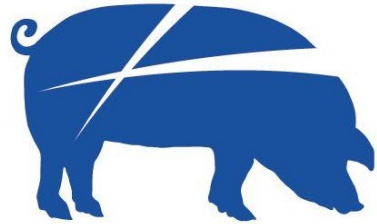
PUT A BIT OF PORK ON YOUR FORK!





What's next?

United Pig Cooperative



SCOTTISH PIG
PRODUCERS LTD



TVC

PIG MARKETING



“Supporting family pig farms across the UK to thrive in modern supply chains”

The Recipe for Success?

- A Board that genuinely takes a long-term perspective
- Members that are truly collaborative when times get tough
- Commitment to supply chain & wider industry development
- Honest and transparent communications
- Highly motivated and skilled staff