

Words from Scottish Venison Chair Richard Cooke to the ADMG AGM 2025

- 2024 has been a year of significant change for Scottish Venison and a platform for more intensive campaigning for venison in 2025 and beyond.
- We have more than doubled our income; the levy system has been abolished, good news for those ADMG members who paid it through deductions by your processor. In its place ADMG has committed to making an annual grant on behalf of all its members. In addition, an increasing group of supporting processors is making a contribution and we are in discussion with FLS regarding their future support.
- We have built capacity by setting up a structured Executive Group, bringing in much new blood, covering upland and lowland producers, processors, environmental matters, QA, education, marketing and deer farming.
- We are in the final stages of merging SQWV Ltd with the Scottish Venison Association which will operate as a limited company as Scottish Venison Ltd.
- We have appointed a part time Admin Manager, Helen Macintyre, in support of the Secretary, Dick Playfair. We have also appointed a Vice Chair of Scottish Venison, John Forteith who is also Chair of SQWV.
- John has also led on the review of the SQWV producer standard, working with Kirsty Macdonald, the outgoing SQWV Chair and with Helen Macintyre, and they are now turning their attention to creating a new processor standard. They also intend to devise a standard for the individual small-scale venison producer.
- Under the lead of Linzi Seivwright we are embarking on a number of schools' projects intended to contribute to raising awareness of the exceptional nutritional qualities of venison by recruiting kids as advocates.
- I must express my thanks to the growing number of individuals who have put their shoulders to the wheel this year, both those I have mentioned and many others. In particular I am grateful for support from NatureScot through Pete Moore, and of SAOS through Fergus Younger, the others on our Board and committees who give up their time for nothing or very little, and SV secretary Dick Playfair who has kept the faith and the show on the road over the last twenty years.
- You will see more of us than in the past thanks to new resources and new talent. There is much to do to give venison its rightful place and grow the market as culls increase UK wide. So, watch this space and given time we hope and intend that the returns for venison producers will start to improve.