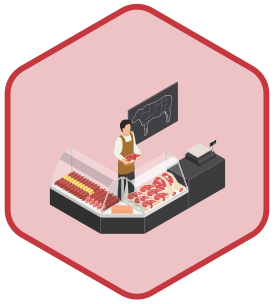
FARMING FOODSTEPS TO FOOD PRODUCTION



QMS Quality Meat Scotland

FARMING FOODSTEPS
NPD Case Study
'Make it with Meat' at Bathgate Academy

Partnering with FDF Scotland and their 'A Future in Food' initiative, QMS have worked with Bathgate Academy for several years in their 'Make it with Meat' project aimed at S2 students. Using Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork pupils must come up with a new burger concept, then conduct market research, product development, packaging design and develop a marketing campaign. The winning products are then made, packaged and sold to raise money for charity.

Bathgate Academy choose to use their QMS Meat Voucher to support this project, giving pupils the best quality meat to work with to create their burgers. Their meat is sourced directly from the Meat Processors, AK Stoddart.

However, that's not all. Over the years the project has developed many strands. Partnership working has meant pupils have been able to appreciate the whole chain when it comes to the production of red meat products. Some of the activities the pupils get the opportunity to be involved in are:

- Farm Visits with Royal Highland Education Trust - livestock farming, traceability and welfare issues
- Cooking Demonstration from QMS – product development and meat pairing/food combinations
- Meat Processor site visit AK Stoddart – product development and production strategies
- Distribution Centre visit with Tesco – wider food chain explained as well as distribution and logistics
- Marketing and Selling at Tesco, Bathgate – winning team offer samples and sell their product for charity at Tesco with their Community Champions team

Emma Aitken, Home Economics teacher at Bathgate Academy said:

"The Make It with Meat challenge is an exciting learning experience for our pupils to learn about the farm to fork process. It teaches pupils where the meat they eat comes from, how it is processed and how it is developed into a consumable product. The challenge also provides pupils with an insight into the different jobs and skills required in the food industry. Our S2 pupils have thoroughly enjoyed this challenge and created some innovative flavour combinations."



Project launch sees all the partners give presentations to the pupils



Pupils visit a local farm to learn about livestock farming and where their meat comes from



A QMS chef demonstration looking at flavour combinations, cooking styles and nutrition



Project display at Tesco Bathgate



2019 winners Polina and Millie with Hamish the Scotch Beef mascot offering samples to customers



Charity cheque presentation from sales of the pupils' burgers

You could do it too!

It's easy to create a similar project at your school. Your new burgers could be based around a theme. For example, St Andrew's Day or a dietary goal e.g. more fruit and veg. It's a great way for cross-curricular learning too. Art or technology departments could be used to create packaging, music lessons could be used to create an advertising campaign jingle!

Why not develop a similar project, which will help in covering the following experiences and outcomes: HWB 3-29a, HWB 3-30a, HWB 3-31a, HWB 3-32a,TCH 3-04a

If you'd like to discuss further with a member of the QMS Health & Education Team, please email education@qmscotland.co.uk.

This project is offered in partnership with FDF Scotland.

fdf Scotland food & drink federation passionate about food & drink

*All photos have been used with permission from Bathgate Academy