

FOR AGRI PRESS

Press release

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United Auctions dishes up Scotch Lamb for St Andrew's Day

United Auctions are calling on Scotland's farmers to help re-energise a campaign to make Scotch Lamb the National Dish for St Andrew's Day.

The aim of the campaign from Scotland's leading livestock auctioneers is to encourage their 18,000 customers to spread the word amongst family, friends, neighbours and within their rural communities to put lamb on the menu on 30 November.

And to inspire local clubs, schools, and organisations to get involved, the Company will donate 10 locally-sourced lambs to those who would like to host a St Andrew's Day celebration.

The campaign revitalises an original idea cooked up in 2010 by George Purves and Willie Mitchell during their time on the Scottish Enterprise Rural Leadership Programme. The idea became a national campaign after being picked up by Quality Meat Scotland, the Scottish red meat industry marketing body.

George Purves, United Auctions' Managing Director, said: "The 2010 promotion was really special, particularly when the late chef Andrew Fairlie created a bespoke menu for us. We want to remind people to serve Scotch Lamb on Scotland's national day. It's a natural product rich in protein and nutrients that support good health and wellbeing – and that's down to the hard work and commitment by Scotland's farmers who produce it."

Peter Wood, prime sheep auctioneer at United Auctions added: "We want lamb to become synonymous with St Andrew's Day just as Haggis is for Burns Night. We're really pleased to have signed up our first restaurant who will be hosting a Celebration of Scotch Lamb Dinner on 30 November with locally sourced lamb they will be selecting from the auction. Hopefully local rugby clubs, Young Farmers clubs and schools will want to join in as well organising events to celebrate the great product as the national dish on St Andrew's Day."

To register your interest in receiving a locally-sourced lamb for your St Andrew's Day Celebration, please contact George Purves on gpurves@uagroup.co.uk / 07740 877699.

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Issued by JK Consultancy on behalf of United Auctions. For further information, please contact Jenny Kumar on 07989557198 / jenny@jkconsultancy.com

Photo caption:

(l-r) United Auctions' Auctioneers Richard Close, Peter Wood, Richard Henderson and Andrew Weir with Managing Director George Purves centre.

Notes to editor

- The first establishment to sign up to the campaign is the historic Kirkstyle Inn at Dunning, Perthshire. Owner and proprietor Jamie Harrison will select a locally-sourced lamb from

United Auctions' Stirling Agricultural Centre to host a Scotch Lamb celebration dinner at his pub in the country on Saturday 30 November.

About United Auctions

United Auctions are Scotland's leading livestock auctioneers and procurement specialists and operate a network of different auction markets across Scotland, including Stirling, Huntly, Lairg, Dalmally, Tiree, Islay, South Uist and Oban. The company conducts auctions of both commercial and pedigree livestock, including the world-famous Stirling Bull Sales, and provides farm-to-farm and farm-to-abattoir procurement services.