

SCOTTISH CROFTING FOUNDATION NEWS RELEASE

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CROFTING BRAND SET FOR AUTUMN LAUNCH

Following a survey of Scottish Crofting Foundation (SCF) members which produced a positive and enthusiastic response, a brand for crofting produce is on track to be launched in the autumn in time for the main sales season for croft-produced lamb, beef and potatoes. The Crofting Brand Working Group met last week in Inverness to review the results of the survey and agreed that, given such an encouraging response, the brand should be launched without delay.

SCF Chief Executive Patrick Krause said, "We have had a resounding endorsement of the project from members, and of those who responded to our survey, over ninety per cent were in favour. Over the next few weeks we will be finalising the name and logo for the brand and the criteria for its use." The crofting brand will be available only for produce from registered crofts and to SCF producer group members.

To promote the crofting brand, crofters' produce will be on sale at the SCF stand at the Black Isle Show next week.

Ends.

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