

Dear Sir/Madam

Costs and opportunities for Scottish venison products

Researchers at the [Rowett Institute](#) and [SRUC](#) would like to interview people involved in deer management and the venison value chain as part of their work on the [costs and opportunities for Scottish products with higher value status](#). They are interested in understanding sector participants' perceptions of: venison production, the main inputs and their relative importance, trading relationships, the pros and cons of quality and assurance schemes (e.g. Protected Geographical Indication, SQWV, BQWV), the policy environment (e.g. concerning exports), networking bodies and events, and the risks facing the venison sector.

If you think you might be interested in taking part in this study please read the Participant Information Sheet included with this e-mail. If you would like more information, have any questions, or would like to take part in the study, please contact John McKenzie at j.s.mckenzie@abdn.ac.uk. Please feel free to forward this invitation and Participant Information Sheet to anyone that you think might be interested in participating in this study.

If you would rather we did not contact you again about this research, please let us know at the same address.

Yours faithfully

Dr John McKenzie (Researcher), Dr Ruth Slater (Researcher), Dr Cesar Revoredo-Giha (Investigator), and Dr David Watts (Chief Investigator)