



19 June 2008

## Joined-up thinking on food & drink welcomed

Plans for a National Food & Drink Policy announced today by the Cabinet Secretary for Rural Affairs and the Environment, Richard Lochhead MSP, have been warmly welcomed by The Scotch Whisky Association (SWA).

The SWA called for a joint policy approach as Scotch Whisky and other drinks face issues common across the Scottish food & drink supply chain, including environmental sustainability, skills, exports and tourism, and promoting responsible consumption.

**Gavin Hewitt, Chief Executive of the SWA, said:**

“Scottish Government commitment to a joined-up approach to food & drink issues is very welcome and the Scotch Whisky industry looks forward to playing its part to the full as the policy is developed and implemented.

“Food & drink is a key sector in delivering sustainable economic growth and a cross-cutting approach creates the right platform to implement a national policy on the common issues facing the Scottish food & drink industry. Scotch Whisky makes a vital contribution to the Scottish economy and every effort should be taken to support its competitiveness and sustainability.”

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Note to Editors:

1. Scotch Whisky plays a vital role in the Scottish economy, with exports of £2.82bn in 2007 representing over two-thirds of Scottish food & drink exports. Over 40,000 Scottish jobs depend on the whisky industry, with distillers investing over £700m with Scottish suppliers of goods and services every year.
2. For further information please contact David Williamson (0131 222 9230 or 07730 496 151).