



For safe food and
healthy eating

On-farm Poisoning campaign

Launching 25 March 2024





Background information

This Spring, Food Standards Scotland is urging farmers across Scotland to be alert to the dangers of lead and copper poisoning to their animals.

A combined total of around 680 cattle and sheep have been restricted from the food chain in Scotland in the past four years, and 70 have died as a result of lead or copper poisoning.

How you can help

Food Standards Scotland is looking for stakeholders and partners to help get our important campaign messages out further by sharing our content across social media and any other avenues to reach farmers and those working in the farming industry.

The campaign launches on **25 March** with an initial push of 4 weeks, with further potential bursts in May/June. Our campaign assets and suggestions of how to use can be found in this toolkit.



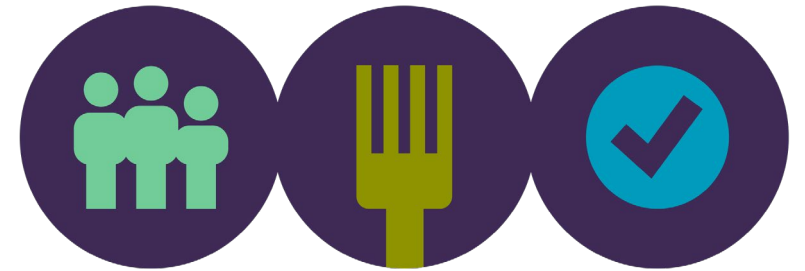


Key Campaign Messages

The campaign has key messages we would like your help to promote further through your social media channels, newsletters and communications to staff:

- FSS is urging farmers to be aware of the causes of lead poisoning as herds go out to pasture.
- FSS is urging farmers to take 5 important steps to avoid lead and copper poisoning to their animals this Spring:
 1. Check that vehicle and fence batteries are stored securely and out of reach of animals
 2. Check fields and fences for fly-tipping before putting animals out to pasture
 3. Check buildings and equipment for old lead paint peeling off.
 4. Check what feed sheep have access to. Some concentrates and minerals are for cattle only.
 5. Check supplements are right for your sheep, as breeds such as Texel, Suffolk and North Ronaldsay are more susceptible to copper poisoning.
- Batteries, bonfire ash, and flaking paint are just some of the sources of lead poisoning that can cause death to farm animals
- Lead poisoning can cause severe pain, blindness and death to cattle.

All messaging should direct people to find out more information at www.foodstandards.gov.scot



Sharing our resource

Our campaign resources can be downloaded for use here:

- [Suggested Social media post copy](#)
- [Static Graphics](#)
- [Website and email text](#)
- Videos
- [Lead poisoning video](#)
- [Farmer video](#)
- [FSS video](#)





Tag, like and share us

- Please direct people to visit www.foodstandards.gov.scot to find more information about on-farm poisoning.
- FSS will be posting regularly across social channels, please tag, comment, like and share content at the following links:
 - [Instagram](#)
 - [LinkedIn](#)
 - [Twitter/X](#)
 - [Facebook](#)
- Use the campaign hashtags
 - #OnFarmPoisoning
 - #FoodStandardsScotland
 - #LivestockPoisoning

To be kept up to date with Food Standards Scotland news, please sign up: [Register for updates](#)

If you would like more information about the resources in this toolkit, please contact us: marketing@fss.scot

Food
Standards
Scotland

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Thank you for your support

