

# Strategic Plan



**SCOTTISH**  
**QUALITY CROPS**



## Purpose

SQC is an industry owned Co-op run for the advantage of growers

**"To provide reassurance and confidence to end users and intermediate processors, that the independent verification of SQC growers demonstrates safe, traceable, environmentally responsible production of arable crops within Scotland."**

**"To add value to growers' businesses by maximising cost effective access to multiple market opportunities."**



## Vision

SQC's future 10-year vision (2032) is:

**"To be recognised as a modern progressive organisation and Quality Assurance standard, that provides leadership for our growers members, embraced by all elements of the supply chain."**

As part of the vision this will include:

- SQC Quality Assurance has helped growers gain market access and premiums for their crops
- Participation in the scheme has improved farm practices
- SQC is recognised as leaders in sustainability by everyone in our sector
- To have wider engagement with end users
- To grow our membership, scale and market share of the crops assured under the scheme



## Business Strategy

The strategy to drive the business over the next 5-years is "Consolidation". This is to continue what SQC is currently doing but simply doing better in all areas. Consolidation is about reinvigorating SQC's core business (the quality assurance scheme), striving to improve in all areas of the business.

The board are also dedicated to taking more of a Proactive Leadership role, to support arable growers and end user customers in navigating some of the most challenging times they will face in the future.



## Business Objectives

The 5-year specific business objectives are:

- To maintain and improve best practice on Scottish arable farms
- To grow the crop area assessed (market share) under the standard
- To consider new crops to be assessed under the standard
- To work collaboratively with our new Certification Body
- To reduce non-conformance failures through improved information, training communication and the introduction of a risk management programme
- To maintain good cost control
- Ensure the relevance of the scheme by increased engagement and communication with grower members and end user customers
- To continue to adapt the standard to demonstrate farm sustainability working practices
- To work collaboratively with partners, grower members and end users to identify added value for scheme members via crop assurance developments.

[www.sqccrops.co.uk](http://www.sqccrops.co.uk)

## Competitive Advantage

- Our focus on Scottish combinable crop growers
- We represent the interests of the whole supply chain
- Operate a streamlined and low-cost business model
- We are funded via our farming members – no external funding
- Adopt a sensible pragmatic approach to quality assurance
- Have a long history of operating a successful Quality Assurance Scheme



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## Strategic Objectives



Our  
Certification  
Body

Scheme  
Relevance /  
Communications

**MEMBERS**

Scheme  
Developments

Governance