



*Trade Press Release*

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### **Red Tractor and Sodexo show their support for HGCA Farmhouse Breakfast Week 2012**

Red Tractor Assurance and Sodexo have joined forces to show their support for Farmhouse Breakfast Week.

The HGCA's Farmhouse Breakfast Week (FBW) campaign runs from 22<sup>nd</sup> - 28<sup>th</sup> January and aims to raise awareness of the benefits of eating a healthy breakfast. Red Tractor, the UK's leading quality food assurance mark, is teaming up with Sodexo to demonstrate the huge variety of great quality Red Tractor breakfast foods<sup>1</sup> available in the UK.

Sodexo, the food service provider for schools, defence sites, hospitals and corporate venues is championing Red Tractor food as part of FBW. David Clarke, CEO of Red Tractor Assurance, said: "We're delighted to team up with Sodexo to support Farmhouse Breakfast Week. It is important that through Sodexo, many of the nation's schools, defence sites and hospitals have access to quality food.. Choices for Red Tractor breakfast options are vast, so it is easy to support great quality food at all meal occasions."

Tamsin Gane, sustainable procurement manager, Sodexo UK & Ireland, said: "We are firm supporters of Red Tractor, and Farmhouse Breakfast Week encourages people to eat a good quality breakfast to start their day. To celebrate this we are showcasing a range of quality, farm assured Red Tractor breakfast ingredients such as fruit smoothies and cereals served with Red Tractor milk.

"We are proud to hold Red Tractor certification across all our sites with some 700 items, grown or reared on UK farms, including all fresh pork, chicken, milk, cream and 50 per cent of fresh produce, featuring on our menus."

The Red Tractor logo is a mark of quality assurance that shows that food or drink products meet high standards of food safety, environmental protection and animal welfare. The Union Flag featured in the logo also highlights a guarantee of origin.

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For more information on Red Tractor please contact Rosanna Head or Kat Simon at Green Row on 020 89608950 or [katherine@greenrow.co.uk](mailto:katherine@greenrow.co.uk).

#### **About Red Tractor:**

Red Tractor, run by not-for-profit organisation Red Tractor Assurance, is recognised as the UK's leading quality food assurance mark guaranteeing food safety, quality and traceability. Put simply, Red Tractor means Great Food, Great Farming.

Red Tractor is backed by farmers and growers, food producers, processors and packers who are independently inspected to ensure they are meeting high standards of production relating to food safety and hygiene, animal welfare and environmental protection.

High profile support comes from the government, leading supermarket chains and many of Britain's food brands and restaurants.

The Union Flag in the Red Tractor logo provides an independently verified guarantee to consumers of the product's provenance/origin and shows the food is fully traceable back to British farms.

### **About HGCA & FBW**

Farmhouse Breakfast Week is organised by HGCA, which is the cereals and oilseeds division of the Agriculture and Horticulture Development Board (AHDB) [www.ahdb.org.uk](http://www.ahdb.org.uk)

HGCA aims to deliver a world class arable industry through independence, innovation and investment. It funds research, marketing, export and promotional activities for the cereals and oilseeds sector in the UK. Find out more at [www.hgca.com](http://www.hgca.com)

HGCA is a financial supporter of the Red Tractor quality assurance scheme [www.redtractor.org.uk](http://www.redtractor.org.uk)

Visit [www.shakeupyourwakeup.com](http://www.shakeupyourwakeup.com) for more ways to get involved in FBW

### **Sodexo UK & Ireland**

Sodexo in the UK and Ireland employs around 35,000 people, and delivers on-site service solutions to clients at over 2,300 locations in the corporate, healthcare, education, leisure and defence sectors.

With an annual turnover of over £1bn, Sodexo delivers a diverse range of services ranging from catering, cleaning, reception to security, laboratory and grounds maintenance services, enabling clients to focus on their core business.

Sodexo Motivation Solutions (formerly Sodexo Pass) in the UK provides incentive and recognition schemes such as SayShopping vouchers; public benefits; and employee benefits such as childcare vouchers and engagement surveys.

### **Sodexo in the World**

Sodexo, world leader in Quality of Daily Life Solutions

Quality of life plays an important role in the progress of individuals and the performance of organisations. Based on this conviction, Sodexo acts as the strategic partner for companies and institutions that place a premium on performance and employee well-being, as it has since Pierre Bellon founded the company in 1966. Sharing the same passion for service, Sodexo's 391,000 employees in 80 countries design, manage and deliver an unrivalled array of on-site service solutions and motivation solutions.

Sodexo has created a new form of service business that contributes to the fulfilment of its employees and the economic, social and environmental development of the communities, regions and countries in which it operates.

Key figures (as of 31 August 2011)

Sodexo in the World

16 billion euro consolidated revenue

391,000 employees

33,400 sites

80 countries

21st largest employer worldwide

Sodexo in the UK and Ireland

£1.1bn annual turnover

35,000 employees

2,300 sites

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<sup>i</sup> Red Tractor breakfast products include; cereals, milk, butter, bacon, sausages, tomatoes, seasonal fruits, potatoes, bread, sugar and flour.