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RED TRACTOR SEEKS TO APPOINT A NEW CHAIRMAN

Assured Food Standards (AFS) Chairman, Colin Smith, will stand down later this year as he reaches the end of his six-year term of office, the maximum period allowed by the company's constitution.

During his time at AFS, Colin Smith has steered the organisation through a period of substantial growth with the Red Tractor logo now appearing on over £8 billion worth of product*, a rise of about 60% in the past 3 years. The Red Tractor logo is underpinned by robust technical assurance standards and is increasingly used by leading brands and food service operators to demonstrate their commitment to sourcing quality food produced to high standards of safety and animal welfare.

Stephen Robertson, DG of the BRC comments: "Under Colin Smith's inspirational leadership Red Tractor has become established as a trusted symbol for quality, conscientiously produced food and drink amongst retailers and consumers alike. Its dramatic growth in the last few years has been particularly impressive."

Colin Smith's tenure began with a major restructuring of the organisation into a company limited by guarantee and owned by the UK food chain consolidating the various product sector assurance schemes into a single body. The current momentum is underscored by the announcement in January 2009 that the new levy board AHDB would (subject to State Aid approval) seek to rationalise its promotions behind a single logo, the Red Tractor, and provide resources to AFS to support this.

Kevin Roberts, Chief Executive of ADHB says: "Assuming we get State Aid approval for the proposal, this is an extremely exciting time for new chairman and Red Tractor with the opportunity to more effectively communicate the standards of production operated by British farmers and growers."

These developments will bring an interesting new set of challenges for the Chairman to take forward. AFS is about to start the recruitment process to find a high calibre candidate as Chairman to take over from Colin Smith in the autumn.



Richard MacDonald, DG of the NFU says: “Colin Smith has done an exceptional job in leading the company forward and ensuring synergy between all the sectors involved in Red Tractor and we need someone of equal calibre going forward. His stewardship has created a very solid base from which Red Tractor can further grow and develop and his will be a very hard act to follow.”

Interested candidates will preferably have Board level experience in the food supply chain without any current vested interest in a particular sector and should contact AFS on 020 7630 3320 or visit www.redtractor.org.uk for details.

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Editors:

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