We are Red Tractor Assurance

Established in 2000, Red Tractor is the UK’s leading farm and quality food assurance scheme. We are a not for profit, limited company set up by the UK food industry with a proven track record over the past two decades. Our logo is used by all major UK retailers, many branded manufacturers and food service operators and now appears on around £12 billion worth of food products every year.

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We estimate that today the Red Tractor Logo is applied to food products with annual sales of £12billion. The latest YouGov survey confirms that 60% of consumers recognise the logo, second only to the Fairtrade logo and significantly higher than any other food scheme.

Our success is a result of the benefits Red Tractor gives to each part of the food chain.

For farmers and growers it provides simplicity through a single national scheme. Standards are developed with representatives from all parts of the chain to make sure they are relevant and give value to the consumers who want reassurance about the way their food is produced.

Supermarkets and food service partners benefit from totally independent on-farm audits by accredited auditors across 79,000 farms, which enable them to specify products knowing the individual farm meets the Red Tractor requirements of food safety, animal welfare and environmental protection.

For consumers, the Red Tractor logo is a single reference point that assures them of the standards their food is produced. In addition, our independent traceability audits on licensed packers reassures customers that where they see the logo and the Union Jack it means that product has come from the UK. However, success brings its own challenges.

For a farmer perspective where the cost of production is critical we are working to build on the Richard MacDonald report and the concept of “earned recognition” to reduce the costs of duplication of visits.

The example of the IPPC scheme where Red Tractor assured pig and poultry farmers benefit from a considerable cost saving by a “bolt on” to their Red Tractor audit rather than paying for a separate audit by an independent agency is a model we wish to develop further.

For consumers, their challenge is they want to know more about the logo – what does it mean? Within our very limited marketing budget we are endeavouring to use social media and other techniques to ensure we get our message over. We are helped enormously in this by our colleagues in the farming unions and the AHDB and work closely to achieve alignment of messages.

Finally, our scale brings its own challenges. With 79,000 farming enterprises we effectively represent the standards of production of the UK farming industry and it is inevitable that campaign organisations will target us as the industry representative. Whilst this can be challenging, we recognise there will always be small groups who wish to change the food we eat in the UK. We are confident in the robustness of our standards, which are consistently under review, and are committed to provide affordable food produced to transparent standards that consumers can have confidence in.

All of this can only be achieved by a first class team. I am fortunate to be supported by an excellent team and a highly committed board of directors. We also have a number of sector boards and advisory committees that ensure we are listening to the whole chain and that we are keeping up with the expectations of farmers, supermarkets and consumers. My thanks go to all involved with the successful story that is Red Tractor.
Highlights

58,466
farm enterprises are members of the Red Tractor Farm Assurance Schemes with a further 20,000 certified to our standards through partner schemes.

6
independent certification bodies inspect producers to ensure that they conform to the Red Tractor Assurance Scheme standards.

400
assessors work throughout the year and businesses must comply with every standard to keep their certification in the scheme.

60,000
Independent inspections were conducted in the twelve months to 31st March 2012.

617
companies and brands are licensed to use the Red Tractor logo.

All of the UK’s top food retailers use the Red Tractor logo on their own label products.

£12 billion of food & drink products sold in the UK now carry the Red Tractor logo

<table>
<thead>
<tr>
<th>Net sales value of products (£bn)</th>
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<tr>
<td>2012</td>
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<tr>
<td>12</td>
</tr>
<tr>
<td>2009</td>
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<td>8</td>
</tr>
<tr>
<td>2006</td>
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Source: Red Tractor Assurance

60% of UK shoppers recognise the Red Tractor logo, up from 55% in 2011 and more than any other UK certification logo.

<table>
<thead>
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<th>Recognition of logos (%)</th>
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<tr>
<td>Red Tractor</td>
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<tr>
<td>60</td>
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<tr>
<td>Eblex Quality Standard Mark</td>
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<td>43</td>
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<tr>
<td>Soil Association</td>
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<td>37</td>
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<td>Freedom Foods</td>
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<td>EU PGI</td>
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Source: YouGov, 1,558 primary shoppers March 2012
Red Tractor Assurance scheme penetration represents a significant proportion of UK production in all of the sectors covered.

Number of Scheme Members* 46,500 29,000 2,453

% penetration of total UK production 82% 65% 90%

* Figures include affiliated scheme members and production
Directors and Executive Team

AFS Board

Chairman – David Gregory  
Vice Chairman – Meurig Raymond

Chief Executive – David Clarke

Industry Directors

Five directors come from the length of the food supply chain from farmers to retailers with strong representation from food processing businesses and the statutory levy bodies in between.

Farming
Richard Davis
Richard is a member of the NFU National Dairy Board, representing East Anglia, is a Farmer Director of First Milk and DairyCo and a lay council member of the Royal College of Veterinary Surgeons.

Food Retailing
Martyn Jones
Martyn Jones joined Wm Morrison Supermarkets Plc in 1990 and is currently Group Corporate Services Director responsible for policy and technical standards. Prior to joining Morrisons, he spent eight years with J.Sainsbury Plc before moving into manufacturing with RHM Plc and then Campbells, gaining wide buying, marketing and product development experience in fresh and frozen foods.

UK Levy Bodies
John Cross
John sits on the Agriculture and Horticulture Development Board, and is Chairman of the EBLEX Board. He also chairs the EBLEX Beef Betters Returns Programme Steering Committee.

Meat Processing
Stuart Roberts
Stuart is currently Agriculture and Livestock director for Anglo Beef Processors. Stuart has responsibility for all aspect of agriculture and livestock policy for the company.

Poultry Sector
Philip Wilkinson OBE
Philip spent most of his career in the dairy industry starting with the Milk Marketing Board and later becoming commercial Director of Arla Foods. More recently Philip moved into the poultry industry and is nominated to our Board by the British Poultry Council.

Independent Directors

Five independent Directors bring expertise in animal health and welfare, working in the consumer interest, regulatory inspections, accountancy and the environment.

Consumer Interests
Diane McCrea
Diane spent five years at the Consumers’ Association as Head of Food and Health Research. For over 15 years she has been an independent consultant on consumer policy matters working on food and consumer representation projects in the UK, Europe and internationally.

Regulatory Inspection
Malcolm Taylor
Malcolm is currently Operations Manager with Cambridgeshire County Council Trading Standards Service having a portfolio of teams covering animal health and agriculture, first response, investigations and a financial investigations unit. He is a member of the Trading Standards Institute and the Chartered Management Institute.
The six chairmen of our commodity sector boards drive the development of our standards to ensure that they are relevant to the needs of today. There is more on this later in the report.

Fresh Produce
Prof Mark Tatchell

Combining Crops
& Sugar Beet
Mathew Read

Pigs
Philip Richardson

Poultry
Ted Wright

Dairy
Mike Madders

Cattle & Sheep
John Thorley

Environmental
Prof Les Firbank
Les is based at Leeds University where he is working on projects relating to sustainable agriculture, ecosystem services and the measurement of environmental change. He led the report on the ecological condition of enclosed farmland for the UK National Ecosystem Assessment and is a member of ACRE, the body advising government on the environmental impact of GM crops.

Finance
Gerry Sweeney
Gerry has been the Group Finance Director for Robert Wiseman Dairies since July 2010. Having joined the business in 1997 as Financial Planning Manager, he was promoted to Financial Controller two years later and subsequently promoted to Finance Director on February 2002. In July 2006 he added the role of Company Secretary of Robert Wiseman Dairies PLC and its subsidiaries.

Animal Health
Peter Jinman OBE
Peter has 34 years of experience as a veterinary surgeon. He is Senior Vice President of the Royal College of Veterinary Surgeons and chairs the College’s accredited practice programme.
Red Tractor Assurance –
Adding Value to the Industry

Farm assurance started nearly 20 years ago with the objective of providing assurance to trade buyers about the standards on farms. The schemes were created to provide this assurance efficiently and effectively through a single national scheme owned by the supply chain. This made much more sense than every customer making their own checks which could only lead to unnecessary duplication. To this day our mission is to add value, through confidence that the right standards are being followed, to all parts of the supply chain. And we strive to do it in the most efficient way possible.

The end of the 1990s saw moves to allow mixed enterprise farms to have all their assurance covered in a single integrated inspection. Then we worked with other private farm inspection schemes and organic certification to allow these to be integrated with farm assurance in a single visit. Recently we have begun to revisit these arrangements to check whether they are operating as efficiently as they should do.

More than half a dozen Certification Bodies are now authorised to use Red Tractor standards so that farmers and growers can be confident they get the service for a competitive price.

Whilst the schemes were developed to avoid duplication of private industry inspections, the most recent developments have been to prevent overlap with government regulatory work. Developments were mentioned on the previous page, but perhaps the most interesting has been the arrangement with the Environment Agency on the Pollution, Prevention and Control Regulations.

Close working between the assurance certification bodies and the Environment Agency means that the CB assessor can collect information for the Agency in a single inspection visit. This reduces the number of farm visitors, and importantly the challenges to bio-security. But even better it means a significant reduction in the annual Environment Agency registration fee.

Adding value through better measures of animal welfare
Animal welfare scientists have always complained that both the regulations and the assurance standards have one big flaw. They insist you have what are believed to be the right facilities for good welfare. But how do you know that it’s effective? Welfare is not an easy thing to measure.

In the past couple of years Red Tractor has been working with scientists at the University of Bristol veterinary school to explore new methods of ‘welfare outcome assessment’. And we are now very close to scaling these up into routine use.

In the pig meat sector BPEX funded a detailed ‘Real Welfare’ project and welfare assessments will become a scheme requirement in 2013. On Dairy farms we have worked with the AssureWel project to pilot outcome measures on Red Tractor dairy farms. Again we intend to roll this out more widely during 2013. In the chicken meat sector trigger measures were implemented in 2011 in response to the EU Broiler Directive and are referenced in our scheme.

These developments are breaking new ground and will put us in a position to have the measure of welfare on Red Tractor farms.
The Farm Regulation Task Force – ‘The Macdonald review’ - recommended that assurance schemes ‘keep it simple’; ask what is really needed and leave out what is superfluous; use language the farmer understands and keep paperwork short and simple.

Red Tractor Assurance has been working hard to respond to this and are looking at how we can simplify without compromising integrity. Work has started first in our produce and crops sectors looking at:

- Standards – Is the language used simple and easy to understand by the farmer
- Assessment duration and quality and reviewing assessor training, competency and consistency
- Identification and removal of unnecessary repetition
- Increasing the assessment efficiency including the requirement that assessors spend much less time ‘ticking boxes’ and looking at documents that don’t change year on year

Our aim is that our focus becomes more on general operational activity specific to the products grown.

Red Tractor members continue to benefit from so called ‘earned recognition’ arrangements. This is a system where government inspectors recognise that the Red Tractor inspection has already covered the regulatory requirements and that there is no need to inspect the holding again for the same points. Most government inspection agencies have formal ‘risk prioritisation’ schemes as a guide to which farms to inspect and assurance status is now built into many of these meaning that they are much less likely to be selected for inspection.

Long standing arrangements continue to operate successfully, for example for inspections against food safety legislation on all types of farm. The scheme for pollution, prevention and control regulations means not only fewer inspections of assured farms but a big reduction in registration fees. And from 2012 inspections by Animal Health VLA took into account assured status of livestock farms for the first time. As a result no assured farms were selected for routine inspection during the year.

The success of these arrangements is a testimony to the credibility and the robustness of the Red Tractor scheme and we continue to work with government and its agencies to extend the same ‘earned recognition’ principle to other regulatory inspections.
Our Schemes

Fresh Produce

A major project during the past decade focused on the minimisation of pesticide residues and the outcomes have now been successfully included in the standards.

More recently the effort has moved on to potential microbiological contamination of produce. The scheme has long established and comprehensive standards aimed at minimising the risk of contamination with microbial pathogens. A pathogen outbreak in Germany in 2011 and continual problems in the USA indicate we cannot rest on our laurels. We continue to review our criteria to minimise the risk from pathogens and have been working with the industry on a module for salad sprouts.

Another priority for the scheme has been to ensure alignment and avoid duplication with other schemes including Global G.A.P. and one or two retailer-owned schemes in this sector.

Ensuring standards

To remain in the scheme growers must correct every non-conformance found. In the case of serious problems their certificate will be suspended until corrected.

In reality, where growers do have non-conformances it is generally against points less critical to the core objectives of the scheme. For example, first aid certificates had lapsed on 4% of holdings and 3% of holdings had not completed all the necessary checks of spraying equipment.

Mark Tatchell Chairman

Prof Mark Tatchell has been chairman of our Fresh Produce Sector Board since 2006. His career has been devoted to horticulture and agriculture and he has worked at Horticulture Research International and Rothamsted Research developing and implementing the science behind integrated crop management programmes.

Inspection Scheme

The 2,516 growers in the fresh produce scheme are inspected every year. These days more than two thirds are found to comply with every one of the 190 standards at first inspection, and more than half of the rest had just one non-conformance.
Our Schemes

Combinable Crops & Sugar Beet

A key priority for the scheme in recent months has been to respond to the Renewable Energy Directive (RED).

Working with the NFU a new audit point has been included to verify that assured crops have been produced on compliant land and therefore meet the sustainability criteria in RED and we are progressing an application through Brussels to have the scheme formally recognized prior to harvest 2012.

Standards have also been reviewed to ensure that they are relevant to developments in contract farming and environmental practices and that they remain properly aligned with other schemes such as TASCC and FEMAS.

Matthew Read Chairman

Matthew Read has chaired our Sector Board for Combinable Crops and Sugar Beet for the past 3 years. He farms 3,200 acres on the Hampshire/Wiltshire border partly on his family owned farm also as a Tenant and as a Contract farmer. The farms grow a range of combinable crops, including wheat, spring barley, oilseed rape and linseed.

Inspection Scheme

The 16,526 growers in the scheme are inspected every year. Typically about three quarters of growers do not have a single problem against any of the 120 standards at the time of inspection, and most of the rest had just one non-conformance.

Ensuring standards

To remain in the scheme growers must correct every problem that is found. In the case of serious problems their certificate will be suspended until they have been put right.

In reality, where growers have non-conformances it is generally on points less critical to the core objectives of the scheme, having said that 4.5% of holdings had not completed all the necessary checks on spray equipment and 2% did not have a valid NSIS certificate for the sprayer used.
Our Schemes

Poultry

In 2011 we updated standards in line with the new Poultry Welfare Directive. For the first time this included some assessments of the ‘welfare outcomes’ and producers must respond to these assessments if certain thresholds are not met.

On the topic of food safety, the scheme has from the start had successful controls against salmonella, but attention has now shifted to Campylobacter. The scheme is working with the industry and the Food Standards Agency to develop on-farm biosecurity controls to reduce the incidence of this bacterium in poultry meat and new standards were added to this end early in 2011.

Ted Wright Chairman

Ted Wright was chairman of trade body the British Poultry Council for six years before becoming Chairman of the Red Tractor Poultry Scheme in 2010. He has 45 years of experience of working within this sector mostly operating turkey processing facilities for Bernard Matthews.

Ensuring standards

To remain in the scheme farmers must correct every problem that is found. In the case of serious problems their certificate will be suspended until they have been put right.
Our Schemes

Beef and Lamb

This is a complex supply chain and we have developed standards not only for farms but also for livestock transport, auction markets and meat processing.

New meat processing standards were launched in May 2012 after a detailed review. Originally written with assured beef and lamb processing in mind the new standard extends to the processing of assured pigs and for meat wholesalers they address the handling of all types of assured meat and poultry. Appropriate food safety and quality standards have been added accordingly. This was important in order to gear up for the London Olympics in 2012 where the organisers’ (LOCOG) minimum specification was for Red Tractor meat to be used at all Olympic venues.

With farm assurance in the sector currently focused on the finishing farms we are also working on moving this further up the breeding chain and exploring what issues this brings for very small and part time producers.

The Red Tractor Assurance Beef and Lamb Scheme operates in England. It has close working relations with the national schemes in Wales, Scotland and Northern Ireland and mutual recognition means that assured beef and lamb from these regions can also be labelled with the Red Tractor logo.

Ensuring standards

To remain in the scheme farmers must correct every problem that is found. In the case of serious problems their certificate will be suspended until they have been put right.

The scheme standards require detailed records to be kept of all veterinary medicines used to treat livestock, some of which are in addition to those required by law. The most frequent non-conformance in this sector in the past year was small errors in the fine detail of these medicine records.

John Thorley Chairman

John Thorley OBE chairs our Beef & Lamb Board. John has been involved in farming all of his life, reflected in 2006 in the award of an OBE for his services to sheep farming. He currently also chairs the International Campaign for Wool and the Mutton Renaissance Club.

Inspection Scheme

The 24,639 farms in the beef and lamb scheme are inspected every 18 months. In the past two years over three quarters of members passed first time with no non-conformances against the 89 of standards in the scheme.

![Graph showing non-conformances at inspection](image)
Pig welfare continues to be a key focus of the scheme. The groundbreaking, BPEX sponsored “Real Welfare” project has for several years explored the use of assessments of ‘welfare outcomes’.

Pilots now completed show that it has reached a stage where these assessments can become a requirement of the Red Tractor scheme. This project has also liaised closely with the AssureWel project which has similar objectives.

The recent breakthrough in pig meat exports to China and the Far East is vital to the industry and the scheme has a part to play in underpinning the export arrangements. The RT standards are accepted as reducing risk of non-compliance with Regulations by several Government Agencies, thereby reducing the frequency of inspections made by these agencies.

The scheme promotes production efficiency not least through herd health and bio-security and a simple herd health scheme based on the Red Tractor standards has been developed for small producers who may not need full assurance to market their products but whose health status might have knock-on effects for the national herd.

Philip Richardson Chairman

Philip Richardson was a partner in the family farm in Norfolk with pig and arable interests for 40 years until he retired in 2008. He has since maintained close links with the industry including chairing the Eastern Region Pig Health Scheme. He has been associated with the pig assurance scheme since the late 1980s and became chairman of the Red Tractor Pig Sector Board in 2007.

Inspection Scheme

The 1,190 farms in the pig farm scheme are inspected every 12 months. In the past year almost 80% had two or fewer non-conformances against the 160 of standards in the scheme. Uniquely members of the Red Tractor pig scheme are also inspected quarterly by Veterinary surgeons approved by the scheme, who complete a quarterly report on herd health and conformance to Standards.

Ensuring standards

To remain in the scheme farmers must correct every problem that is found. In the case of serious problems their certificate will be suspended until they have been put right.

Many of the more frequent problems are simply administrative, but the requirement for permanent provision of materials that the pigs can manipulate and enrich their environment continues to be refined and standards moved forwards.
Our Schemes

Dairy

Taking steps towards an improved dairy cow welfare strategy has been a key priority for the scheme. The work with the AssureWel project has made excellent progress and key outcome measures will be included in the Red Tractor scheme from 2013/14. Whilst the scheme has always checked that the right conditions and care are provided for dairy cows the new measures will provide an objective cross-check on a number of welfare conditions such as mobility.

On food hygiene and safety, the robustness of the scheme has been recognised by the Food Standards Agency with the granting of ‘earned recognition’ whereby the statutory inspection frequency on assured farms has been significantly extended. Farms previously inspected by government inspectors every two years will now be visited by them just once in every 10 years. Elsewhere the scheme continues to evolve with updated requirements on dairy equipment.

Ensuring standards

To remain in the scheme farmers must correct every problem that is found. In the case of serious problems their certificate will be suspended until they have been put right.

Although the vast majority of non-conformances are for relatively minor issues that don’t present immediate or serious risks to food safety, animal welfare or environmental protection, improving conformance is a key objective. Farms with a poor conformance record are now inspected more frequently.

Mike Madders Chairman

Mike Madders farms within a family partnership on a 730 acre mixed dairy and arable unit on the outskirts of Stafford in the West Midlands. Mike is a member of the DairyCo Research Advisory Forum and was a leading light in the development of the NFU’s Dairy Cow welfare strategy. He took over chairmanship of our Dairy sector board early in 2011.

Inspection Scheme

The 11,142 farms in the dairy farm scheme are inspected at least every 18 months to pick up seasonal differences in production systems. In 2011/12 around 60% had two or fewer non-conformances against the 168 standards in the scheme.
Assurance throughout the food chain

Great farming means great food

The Red Tractor logo is not just about assurance on farms. It means that the product has been produced and processed to high standards, independently checked, at every critical link in the supply chain. We use our own standards for farm assurance or livestock transport for some links in the chain. But we also use other well-established food industry standards at other parts of the chain for example the BRC Global Standard demonstrates high standards of safety and integrity in food processing factories.

Opposite are a couple of examples to illustrate the ‘whole chain’ certification requirements.
‘Whole chain’ certification requirements

**Fresh Produce**

- **Grower**: Must be certified in the Red Tractor Assurance Fresh Produce Scheme.
- **Vegetable Processor**: Must be certified against the BRC Global Standard.

**Livestock (e.g. chickens)**

- **Breeding Flocks**: Must be certified in the ‘UFAS’ scheme.
- **Hatcheries**:
- **Farms**:
- **Transport from farms**:
- **Processing and packing**: Must be against the BRC Global Standard.

All breeding and finishing farms must be certified to Red Tractor standards. RT standards also apply to catching of birds for despatch, transport from the farm and all steps up to the point of slaughter.
In order to use the Red Tractor logo any food processor, packer, retailer or caterer must be licensed to do so.

The licensee must agree only to use the logo on product that meets all of our criteria along the supply chain.

The licence also allows us to make checks at the licensee’s premises to ensure that this is happening.

### Significant Growth

The number of Red Tractor Licensees has grown significantly over the last 3 years with some 557 individual processors, packers, and branded manufacturers now licensed to use the logo.

### A unique business

Red Tractor has been embraced by large and small businesses alike – we license some of the largest UK processors as well as smaller, regional businesses. One of our key aims has been to minimise the cost to processor in order to become a licensee and therefore add as little cost into the supply chain as possible. Our accessibility and affordability at both ends of this spectrum makes us unique.
The last 12 months has seen an increase in the number of Foodservice Operators subscribing to Red Tractor. A large proportion of this has been driven by contract caterers and their clients recognising their consumer need for integrity and origin of food. The Red Tractor provides this independently.

Unlike the retail sector, the foodservice supply chain is complex and fragmented. We have been working closely with wholesalers and the major produce markets who supply this sector who are increasing their availability of farm assured products holding Red Tractor certification as a result of customer demand.

With the growing importance of Food Service and Food Wholesaler Licensees we have developed a risk based Traceability Challenge solution to ensure the integrity of the Red Tractor logo in those businesses.

The areas looked at during the challenge are:
- Buying policies, procedures and routes of products to sites
- Training of buyers in buying practices
- How menu’s are managed including the systems for designing and signing off menu’s displayed on sites
- How any advertising material including promotional leaflets, websites etc. are designed and signed off
- Training of people who sign off advertising and promotional material and menus
- Whether the business have their own auditing routines of sites providing meals to ensure no mal - practices / incorrect use of Red Tractor
A key role we perform is increasing the penetration of Red Tractor assured products in consumer markets whether it is through retailer own-label or branded products, commercial food service operators or public procurement.

Early 2012 saw the launch of our second Labelling Audit. It is a formal audit of the use of the Red Tractor logo across food packs in the UK’s major retailers. Designed to stimulate debate and action with food retailers and manufacturers on how Red Tractor can be incorporated further into future labelling strategies, it has been received positively by all and has resulted in encouraging increases in the use of the Red Tractor logo.

We have also been working hard to develop consumer understanding of what Red Tractor stands for and the values that sit behind the logo. We were proud to be part of the 2012 London Olympics in showcasing the great work UK farmers and food manufacturers do to produce quality, farm assured food products and in September 2012 we launched Red Tractor Week. Fronted by celebrity mum Debra Stephenson Red Tractor Week 2012 was a national consumer campaign supported with in-store media, a national PR and radio campaign as well as digital and social media messaging. In developing our campaign we worked closely with a number of retail and other customer facing partners. We were also able to ensure coordination with campaigns that have been supported by AHDB, NFU and other industry partners.

It’s worth getting behind the Red Tractor

Marketing & Communications

The Red Tractor Assurance Marketing & Communications Team works across all of the six commodity sectors covered by the individual schemes. Our role is three-fold: developing new opportunities for Red Tractor Food, managing of the Red Tractor brand and trade & consumer communications.

A selection of recent new business wins

GREAT BRAND
Proud to be part of London 2012

The London Olympics Organisers, (LOCOG), were determined to leave a legacy of higher standards in the UK catering sector. One of their goals was to gain a greater commitment by caterers to assured British food. Red Tractor is proud to have been specified by LOCOG as a way caterers could ensure the food they sourced met these standards.

The Red Tractor Licensing team worked with all the caterers involved. A staggering 14 million meals were served across the Olympics and Paralympic games at 40 different locations. We ensured that caterers had access to Red Tractor Assured suppliers and supply routes as well as helping them communicate their products were Red Tractor Assured at point of purchase.

To showcase to consumers the hard work and effort that goes into producing quality food all the way from farms to the Games we ran a large scale piece of consumer activity, Team RT. Seven of Red Tractor’s champion farmers supplying the Olympics were involved and the activity followed their preparations for the Games as they geared up to supply Red Tractor assured food to the largest peace-time catering operation in the world.

Jan Mathews Head of Catering, Cleaning & Waste Services for London 2012

“It was important to LOCOG to ensure that there were objective definable standards we could benchmark our contractors against, that demonstrated a higher welfare product as a benchmark standard, and Red Tractor as an independent assurance scheme was the ideal standard, whilst some of our suppliers were already buying some Red Tractor they were not buying all and we believe the ability to trace the food back to the farm, and know that there has been a higher welfare standard agreed to how the animals have been reared was important.”
It is vital that our agricultural & horticultural products, which are produced to high, independently inspected standards, are distinguishable in the market place by the Red Tractor logo.

Peter Kendall
President
National Farmers Union

We are proud that our chips now have the Red Tractor logo on-pack. This stamp of approval lets customers know that the potatoes used to produce McCain Chips are grown to high quality standards.

Simon Eyles
McCain

When the hard pressed consumer is looking for the best possible value for their food pound, they still demand the best quality and provenance for the products they buy. We support the Red Tractor logo on Morrison products as it endorses at a glance the British sourced quality and standards that our customers want.

Martyn Jones
Group Corporate Services Director
Morrison

Our clients and customers are becoming more interested in the source of their food and drink. The Red Tractor Assurance scheme has given them the confidence that it is fully traceable from field to fork. Above all, Elior is proud to fly the flag for British produce.

Sandy Anderson
Category Manager
Elior
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E dairy@redtractorassurance.org.uk

Fresh Produce
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