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For immediate release

Red Tractor Assurance and Massey Ferguson to arm farmers with branded tractor

Red Tractor Assurance has teamed up with Massey Ferguson to launch a national campaign offering farmers the chance to use a brand new machine to help promote British food to the public.

The initiative will give farmers the chance to hire an eye-catching tractor for events to help them grab the attention of the public when talking about the comprehensive standards of food safety, traceability and animal welfare that are adhered to when producing Red Tractor-assured food.

And, at the end of the year, Massey Ferguson's ongoing commitment to British agriculture will be cemented when one lucky farmer will win a new machine for their farm.

Philippa Wiltshire, Red Tractor Assurance's communications manager, said: "Throughout 2016 we are looking to arm our supporters with all the tools they need to help tell the public about what the logo stands for, which is good standards of animal welfare, care for the environment, food safety and traceability.

"We want to hear from anyone who's going to a show or an event where they could use this tractor to help spread the good messages about the work that they do.

"Massey Ferguson has a fantastic history with British agriculture and we're delighted that the company is supporting us in our goals. It's a brand with obvious synergies with what we do."

Farmers can visit redtractor.org.uk/marketingtoolkit to book the tractor and also order a whole host of other free marketing collateral such as key rings, car stickers and Red Tractor-branded shopping lists to give away to the public when they are at events.

Farmers wanting to enter the competition to win a Massey Ferguson for their farm can visit redtractor.org.uk/winatractor.

Lindsay Haddon, Massey Ferguson's marketing manager, said: "Red Tractor Assurance has always been an organisation very close to our hearts and supporting farmers and growers is imperative for the future of British farming and our brand, Massey Ferguson. We are delighted to be involved and look forward to an exciting year ahead."

ENDS

- The launch of the Marketing Tool Kit and competition will take place at the NFU's Conference in Birmingham on 23 February.
- A photocall will be held at 12.30pm in the dining hall where the Massey Ferguson is being unveiled.

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- For further images, contact ben@benpikecommunications.co.uk
- The competition winner will be announced in December. Terms and conditions at winatractor.redtractor.org.uk
- Red Tractor was established in 2000 and has grown to become the UK's leading farm and quality food assurance scheme. Red Tractor was launched by the food industry to promote clearer labelling and to ensure food originates from a trustworthy source.