



**Red Tractor Assurance**



# Climb aboard



News, updates and practical advice from your Red Tractor Assurance team // JULY 2016

memberhelp@redtractor.org.uk • Combinable Crops, Fresh Produce, Pigs & Poultry, Dairy, Beef & Lamb - T. 0203 617 3670

## Brexit an opportunity for Red Tractor food to shine

Safe, traceable food produced in the UK has added impetus following the decision to leave the European Union.



That's the view of Assured Food Standards' chief executive David Clarke who says the Red Tractor scheme will be more important than ever when selling British

food across the world.

He said: "Red Tractor's comprehensive standards and robust assessments will continue to play a key role in providing the assurance that British shoppers and trade buyers at home and abroad are looking for. Our Red Tractor logo will have added impetus to act as the leading signpost to quality British food across the marketplace."

Brexit will not mean the end of

regulations though, Mr Clarke added.

"Government will have to recreate many similar controls in the interests of consumer protection, animal health and welfare and care for our environment.

"Trade partners will also want to see that safeguards are in place. Red Tractor's earned recognition agreements with government will be one of the most efficient ways to deliver these safeguards."

But for now it is business as usual.

"The UK remains a member of the EU for the immediate future and we will wait with interest to see the trading terms that the UK government is able to negotiate with trade partners in Europe and further afield.

"Come what may, we believe that consumers will always want to know that their food has been produced with care," Mr Clarke said.

### Ensuring fair assessments

Red Tractor has developed a training platform that all assessors must complete to continually improve assessments for everyone involved.

In the past eight months, over 320 assessors have completed online training, which requires them to take a test at the end of the course to ensure their full understanding of the standards, general conduct and communication skills as well as engagement with farmers and farm personnel.

Auditors will now shadow each assessor to see how well they are assessing the Red Tractor standards. If at your assessment an auditor is accompanying the assessor, you will be made aware in advance.

As well as improving assessment quality and efficiency, this process will allow the delivery of smooth assessments for assessors and producers.

### Licensees value Red Tractor



The Cereals Event in June saw hundreds of farmers visiting the stand to learn how much big brands value the assurance scheme.

British Sugar, Molson Coors and Nestlé were among those who wanted to show how traceability,

safety and quality is a bedrock of their business and demanded by their customers.



## Barbecue campaign a huge success

An eight-week promotion of Red Tractor food has been a huge success with hundreds of thousands of consumers and major retailers getting involved.

The 2016 BBQ Bonanza saw a record 310,000 entries to an online competition to win a £500 gas barbecue every day for two months. Entries were up 179% on the 2015 campaign.

More than 46,000 shoppers have opted to

receive regular news from Red Tractor as a result, and there were over 100 pieces of coverage in the media.

Here's the campaign's success in numbers

- **310,464** competition entries
- **11m** potential radio audience
- **2.2m** video views
- **5,700** burgers built by social media fans

# Say hello, wave goodbye

Red Tractor is saying 'farewell' to Elizabeth Kerrigan, as she gets ready to enjoy a well-earned retirement.

Liz has been part of the organisation since 1997 and is well known to many scheme members.

Liz is planning to go travelling and do some voluntary work as well as consultancy, but says she will miss her colleagues.

"I've worked with some fantastic people – it's such a small team within Red Tractor and what they have been able to deliver is fantastic," she said.

"When you look at the membership numbers today – 60,000 different enterprises, 48,000 farms across the UK – and the amount of products carrying the logo, it's a phenomenal success story."

Liz played a leading role in the development of some of the first farm assurance schemes in the 1990s including Assured Produce, Assured Combinable Crops and Assured Chicken Production.

She has been a valued member of the team since the logo was first launched. Her dedication and enthusiasm will be missed but the team wishes her well in her retirement.

As Red Tractor waves goodbye to Liz, it also welcomes Charlotte Johnston to the organisation as scheme member manager.

Harper Adams University graduate Charlotte is well established in agriculture, joining from the Royal Agricultural Society of England.

She said: "My role is primarily looking at farmer engagement and communicating

all the great work we're doing at Red Tractor.

"The scheme is something we should all be proud of and I look forward to speaking with many of you over the coming months."



## Reminder on sprayer applications

A reminder to members that you must be formally qualified to legally spray professional plant protection products and be compliant with Red Tractor standards.

If you have completed the Level 2 Safe Use of Pesticides replacing Grandfather Rights certificate or the Lantra Level 2 Safe Use of Pesticides (PA) certificate – make sure you select specific modules relevant to the application equipment in use.

For instance, if you wish to use a handheld application including a knapsack, then you must have selected specific modules for this purpose. To check whether you have these please refer to your certificate or contact your training provider.

For further information and other recognised certificates visit:

<http://www.voluntaryinitiative.org.uk>



## Co-op gives kids virtual tour of Red Tractor

A major retailer is touring agricultural shows to give children a greater understanding of the Red Tractor logo.

Co-op's virtual reality experience – complete with 3D goggles – was enjoyed by 1,042 children at the Royal Highland Show and will be at the Royal Welsh Show this week.

The experience teaches children how the Red Tractor logo is linked to products in Co-op stores. The supply chain of chicken, dairy and lamb are explained, concentrating on animal welfare, traceability, food safety and the environment.

## COBHAM OFFICE CLOSURE

Red Tractor Assurance has now closed its Cobham office. Please call 0203 617 3670 for all enquiries – the Stoneleigh office will now pick up all commodity queries including combinable crops, fresh produce, pigs, poultry, safe haven and cold crush.

## Massey Ferguson demand outstrips supply

A Massey Ferguson branded with the Red Tractor logo for farmers to hire when attending public events has been a resounding success, with bookings now closed. Demand for the machine has been huge, with the tractor attending over 50 public facing events across the UK this year.

Farmers can still order free marketing merchandise to hand out when engaging with the public – visit <http://assurance.redtractor.org.uk/marketing-toolkit>



## Vaccination needle reminder

Livestock producers are being reminded to take steps to minimise the risk of contamination after a small hypodermic needle was found in a pork shoulder meal.

The needle was probably used to vaccinate weaners.

Producers should check that the needle is intact before losing sight of the animal and replace the needle immediately if it bends, rather than try to straighten it.

If a needle breaks in an animal, it must be segregated and the abattoir contacted about its broken needle policy. For pig producers, it is recommended to use a plastic nozzle syringe instead of a metal nozzle to mitigate the risk of broken needles.

