



**Red Tractor
Assurance**

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

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Farming organisations launch new campaign

Calendar of events will showcase all that's great about the Red Tractor food that you produce

A cross-industry initiative designed to promote great British food has been launched today (27 April) by Defra Secretary of State, Liz Truss.

The event brought together the NFU, AHDB, Love British Food and Red Tractor Assurance to launch the Celebrate Great British Food campaign.

It will showcase a programme of promotional activity starting with a Back British Farming day in September, followed by an autumn of driving consumer awareness of British, assured food.

The activity includes Red Tractor Week, British Food Fortnight, a 12-week Red Tractor on-pack promotion across retailers and foodservice operators, supporting TV and in-store advertising campaigns and British Sausage Week in November.

The plans were unveiled at a special

Great British breakfast at Farmers and Fletchers in The City.

Red Tractor Assurance Chairman Jim Moseley said: "This year's coordinated campaign of consumer activity gives Red Tractor and the farming and food industry a huge opportunity to communicate the values of British, Red Tractor assured food.

"Our activity programme will give consumers an even better understanding of the great standards to which assured food is produced and further increase consumer loyalty and purchasing of Red Tractor labelled products."

NFU Deputy President Minette Batters added: "I'm pleased to see our farming organisations collaborating and coming together to champion great British food and the thousands of farmers and growers who produce it every day of the year."



Summer campaign set to be scorching

Red Tractor's biggest ever summer barbecue campaign kicks off in a fortnight, and farmers are being urged to get involved.

Promotional stickers will appear on assured meat, poultry, dairy, cereals and fresh fruit and vegetables in major retailers for eight weeks from 9 May.

Every day, a £500 barbecue will also be given away to a Red Tractor supporter.

Farmers can show their support by sharing and retweeting Red Tractor posts on Facebook and Twitter, and by sharing pictures and videos of themselves cooking Red Tractor products using #TRUSTTHETRACTOR.

Visit www.redtractor.org.uk/win

Red Tractor farmers score big

Two Red Tractor farmers combined their passion for food and rugby by taking a Massey Ferguson to Ashton Gate to meet 6,500 Bristol fans.

Beef and sheep farmer John Hore and broiler rearer Charles Bourns have sponsored the club's centre, Jack Tovey, for four years, meaning that every time he scores a try, Red Tractor Assurance is mentioned on the public address system.

Charles said: "Sponsoring Jack is a good way of getting the Red Tractor in front of people. I hope that more farmers do this with rugby clubs because it promotes the image of good, wholesome UK produce being connected to fit young people."

Fans and players were given pens, key rings, car stickers and farm assurance literature, which can be ordered online at www.redtractor.org.uk/marketingtoolkit



(l-r) John Hore, Thornbury NFU Mutual branch manager Jason Cavill and Charles Bourns

Great British Beef Week

Great British Beef Week is underway!

The annual event, run by Ladies in Beef and promoting Red Tractor assured, British meat, launched on St George's Day.

To help promote the event, Red Tractor has designed a graphic that people can share in order to support British beef.

It's the latest graphic to be added to our growing collection which is hosted online for farmers to download and share.

Many scheme members are keen to play a role in promoting the logo to the public and the graphics are part of a marketing toolkit that can be used throughout the year.

To access the Great British Beef Week graphic and many others, visit redtractor.org.uk/graphics or call 020 3617 3670.



Assurance shows financial benefit for beef and sheep farmers

Annual statistics produced by AHDB Beef and Lamb have shown the financial benefit of being Red Tractor assured.

Selling farm assured cattle saw an average premium of 11.63p/kg liveweight over non-assured cattle, equating to £75.60/head difference.

The cost benefit means selling just three assured beef cattle would cover the annual cost of farm assurance membership.

Figures for new season lamb saw a benefit of 4.64p/kg liveweight, and 6.18p/kg for old season. Full details are online at <http://beefandlamb.ahdb.org.uk/markets/>



Back to BASIS

Red Tractor Assurance came together with brands such as Marks & Spencer this month to highlight the value of BASIS professionals.

When it comes to plant protection products, Red Tractor requires that anyone advising on the use of pesticides be a member of the BASIS Professional Register and provide their membership number.

Laurence Matthews, Red Tractor's Combinable Crops and Sugar Beet Chairman said: "To retain their assurance status, Red Tractor farmers produce quality food that is safe to eat and in a way that protects and enhances the environment. BASIS-qualified advisers have many roles in helping our members make the best decisions when working towards that goal."

Major new licensees to use logo

Three major brands have joined the Red Tractor scheme in the past six months.

Cereals giant Weetabix, baby milk powder producer Kendal Nutricare and crisp favourite Burts will all carry the logo on their packs, meaning exposure to many millions of customers.

In becoming Red Tractor licensees they join more than 650 companies already benefiting from the logo's integrity, which appears on £12bn worth of food products each year to ensure consumers can trust the food they are eating.

Red Tractor standards win sustainability silver

Red Tractor's sugar beet and cereals assurance standards have achieved Silver level equivalence with SAI Platform's Farm Sustainability Assessment.

For the past eight years, all the sugar beet supplied to British Sugar has been Red Tractor farm assured. By working together, the two organisations are driving sustainable agriculture that promotes environmental protection, embraces creating a quality product and highlights safety.

Red Tractor's Laurence Matthews said: "Not only does this achievement mean that British Sugar continues to be a great supporter of sugar beet grown in the UK, it also demonstrates that Red Tractor's growers produce a quality product to standards that major brands recognise as sustainable."



Show season: come and see us



Visitors to the Pig and Poultry Fair and Cereals 2016 are invited to the Red Tractor stand to learn more about how the logo benefits farmers and licensees alike.

The first event takes place on 10 and 11 May when the Pig & Poultry Fair rolls up to Stoneleigh Park in Warwickshire. Red Tractor staff will be on the AHDB stand, which is number 49 in Hall 2.

At Cereals 2016 on 15 and 16 June, growers will see how important food assurance is to major brands.

Information and staff will be available on the AHDB Cereals and Oilseeds area at stand 1112.

