

Standing together for British agriculture

Our standards start with the consumer.

We monitor what they value the most about their food and understand what they expect from farmers.

These values are translated in to practical on-farm standards so Red Tractor farmers can demonstrate they are producing what consumers want.

Food carrying the Red Tractor logo with the Union Flag is 100% British, fully traceable and safe to eat.

Being a Red Tractor farmer means...



Producing what the market wants

“Assurance guarantees that my pork has been produced to standards consumers expect and offers a point of difference in the marketplace.”

Anna Longthorp, pig farmer



Promoting British Food

“It makes sure consumers know that food with the Red Tractor logo and Union Flag is from UK farms.”

Colin Woodward, arable farmer



Adding value to my business

“We have a fantastic tool to tell people how they can support British farmers and help add value to their businesses.”

Patrick Joice, poultry farmer



Farming with pride

“It is rewarding when customers at home and abroad give us recognition for producing great, British food.”

James Small, sheep farmer



Less red tape

“We benefit from fewer government inspections as we go above and beyond minimum legal requirements.”

Dave Hares, dairy farmer



Building a strong brand

“I am one of 60,000 assured farm businesses that form a stand-out brand for agriculture.”

Andrew Pimbley, fruit & vegetable farmer





Be part of something

BIG

The Red Tractor Supply Chain

To uphold the rigorous standards that the Red Tractor scheme sets, each leg of the supply chain is closely and constantly monitored. This means that when shoppers buy a product bearing the Red Tractor logo, they can have confidence in its integrity and credibility.

As Red Tractor farmers, this whole process starts with you. On your behalf and to protect the reputation of the logo, we ensure that the hard work you do is carried on throughout the life of a product.

GET IN TOUCH

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