



14 March 2017

15,000 farm trailers to be stickered in Red Tractor campaign

Red Tractor has teamed up with Massey Ferguson to print 15,000 trailer stickers to help farmers spread the positive message of UK farm assurance.

The stickers bear the slogans 'Great Food, Great Farming' and 'Trust the Tractor' to raise awareness among consumers of what the assurance logo stands for.

They are free for Red Tractor's members and licensees to order and form part of a revamped Marketing Toolkit which has been an overwhelming success since its launch last year.

"We are always looking for ways to increase the visibility of the logo and explain what it stands for," said Red Tractor's scheme member manager Charlotte Johnston.

"Our farmers are out and about all the time, particularly in the summer, so if we can have 15,000 trailers or vehicles moving around with these stickers on then it will be a simple but effective way of raising the profile of the logo."

Massey Ferguson is also continuing to provide a free branded tractor for farmers to hire if they hold public-facing events in 2017.

Lindsay Haddon, Massey Ferguson's advertising and sales promotion manager, said: "Farmers who used the tractor last year attracted a lot of attention from the public and it was booked out for the whole year.

"We're delighted to continue to offer the tractor and help educate the public about farm assurance."

To request a branded Massey Ferguson for an event, go to <http://bit.ly/2mitbhD>.

The Marketing Toolkit is available to assist members who are engaging with the public to help improve understanding of what the logo means.

Trailer stickers and other Red Tractor collateral such as postcards, farmgate signs, pens and notepads are available at <http://bit.ly/1Tv7WVY>.