



Red Tractor Assurance

RED TRACTOR BIDS TO BECOME THE FLAGSHIP FOR BRITISH FOOD AND FARMING

- **Broader scheme standards**
- **Strengthened inspection regime**
- **First ever TV advertising campaign**

Red Tractor is announcing today its intent to substantially increase the strength and breadth of its food chain assurance regime in a bid to become the flagship of British food and farming.

In a significant move, Red Tractor announces that it will create a new suite of 'Modular Standards', to sit alongside its current core offering.

The new modules will cover areas such as enhanced animal welfare, organic and environmentally sustainable production and will be launched with a consumer-facing labelling system to improve clarity for shoppers.

Red Tractor is also strengthening its farm inspection programme with measures such as the introduction of more unannounced inspections to improve the integrity of the scheme.

Red Tractor believes that the changes are a vital component in maintaining the trust of consumers and promoting the high standards of UK farming and food production.

Jim Moseley, CEO, Red Tractor Assurance, says; "I believe that this is one of the most exciting times in Red Tractor's 19 year history and I am very proud to be leading us through these changes.

“Our vision is that Red Tractor is seen by shoppers, farmers and the food industry as the flagship of British food and farming.

"Red Tractor is already a world-leading assurance scheme; however, we are constantly strengthening our standards in line with scientific advances and consumer demand.

"We know shoppers are increasingly looking for more informed choice and simple signposts to traceable, safe and responsibly produced food, which is why we are looking to extend the remit of Red Tractor.

"Increasing confidence in Red Tractor and the entire UK food industry is vital, particularly as we approach Brexit.”

Red Tractor will communicate to consumers what sits behind the Red Tractor logo through a £1.5m national TV campaign, supported with print, digital and in-store activity.

The campaign launches on 12th September.

Moseley added; “We know consumers are twice as likely to look for Red Tractor products if they know more about what it stands for, which is why it is vital we invest in large-scale communications to tell them what we do.”

New ‘Modular Standards’

- Offering additional modules of standards to include enhanced animal welfare, organic and environmentally sustainable production within the Red Tractor scheme
- Recognises consumer demand and recognises the capabilities of the Red Tractor system to offer robust farming standards, whatever the farming system.
- Modular Standards targeted to launch in 2019

Increased Unannounced Inspections

- Our objective is that every Red Tractor member adheres to every standard every day. Failure to do so risks expulsion from the scheme. We know that unannounced inspections add significantly to the trust consumers place in the way their food has been produced
- The vast majority of Red Tractor farmers do an excellent job every day. However, those farms that fail Red Tractor standards will find themselves the focus of a tougher inspection regime with greater inspection frequency and unannounced inspections
- The new tougher regime has been in development for the last 12 months and will begin in November 2018 for full roll-out across all farms in 2019

TV Advertising Campaign

- £1.5 million investment in TV advertising launching 12th September 2018
- Designed to increase shopper understanding of what the Red Tractor logo means and the lengths it goes to, to ensure traceable, safe food that is farmed with care.
- Created by Mackinnon & Saunders, the artists who brought you among other things, the Fantastic Mr Fox.

Industry response to Red Tractor announcement on 10 September 2018

Andrew Thornber, Morrisons Market Street and Manufacturing Trading Director:

"Red Tractor's new measures - including unannounced visits - should give customers increased confidence about the standard of animal husbandry on British farms and are therefore to be welcomed. As British farming's single biggest supermarket customer, we buy directly from farmers we know and trust and it is helpful to have this additional assurance."

Aldi spokesperson:

“We are pleased to see Red Tractor has taken the necessary steps to improve the robustness of their scheme, and we are supportive of their measures to further improve traceability and transparency in the food supply chain. The Red Tractor logo is easily recognisable for all UK consumers and is included as a mark of provenance and quality on all of our core fresh meat products.”

Matt Hood, Co-op Trading Director:

“We welcome Red Tractor’s announcement and applaud any measures which aim to bolster consumer trust over the way our food is produced. Animal welfare, traceability, food safety and concerns over the environment are key issues for Co-op members and customers and we remain committed to sourcing Red Tractor certified produce for sale across our 2,500 stores.

“As the first retailer to sell 100% fresh British own-brand meat, our commitment towards British farmers and growers remains steadfast, and we look forward to working with Red Tractor as it extends its assurance programme into 2019 and beyond, so that customers can buy home-grown produce with absolute confidence.”

Scott Walker, NFU Scotland CEO:

“Farmers in Scotland spend long hours on the care and attention required to produce the quality food for which Scotland is renowned. Farm Assurance underpins our quality credentials. The launch of the first National TV campaign by Red Tractor is an important step in helping consumers understand what it takes to produce the fantastic high quality food grown and reared in the UK.”

Minette Batters, NFU President:

“This new advertising campaign will raise the profile and understanding of Red Tractor, farmers and the fantastic job they do producing the nation’s food to high levels of animal welfare and environmental standards.

“Brexit is a game changer for British agriculture and ‘Brand Britain’ must be based on the integrity of robust food assurance. There’s never been a more

important time to market and promote great British food and farming, and for us as farmers and growers to reach out to shoppers and encourage them to buy high quality, British produce.

“The message within these commercials is that Red Tractor food is safe, traceable and farmed with care, and to look out for the Red Tractor label on produce when shopping. Research has shown that shoppers are twice as likely to buy Red Tractor labelled produce when they understand the meaning behind the label.”

Mrs Batters added: “Red Tractor’s new modular approach to assurance will give producers a one stop shop for their assurance needs and help to reduce the burden placed on them. There is also the potential to offer a clear and comprehensive labelling scheme for shoppers.

“The Red Tractor standards continue to evolve with the introduction of a risk based approach to farm inspections. The NFU supports this change which will help ensure the scheme remains relevant and robust, giving confidence to buyers. We recognise that this new approach to inspections needs to be practical at farm level and we will be working with Red Tractor to ensure that this is the case.

“Red Tractor continues to be a vital part of the UK food supply chain and these changes will help further improve customer confidence in the logo.”

Phil Stocker, National Sheep Association Chief Executive:

“I welcome this announcement from Red Tractor Assurance. It’s reassuring to see a robust response to a number of recent damaging claims that risk undermining the value of the scheme, and its also good to see other new initiatives underway. The principle of a more intense inspection regime involving unannounced inspections on high risk farms, is one I think the NSA would support as long as it is recognised that sheep farms are regularly run single handed and that unannounced inspections need to be practical and considerate.

“I’m also delighted that Red Tractor Assurance is launching a new TV advertising campaign, and will be watching the development of different

scheme modules closely. It makes complete sense to me for Red Tractor Assurance to offer a range of different assurance modules to cater for different consumer and farmer interests. We are not a 'one standard society'."

Wesley Aston, Ulster Farmers Union (UFU) CEO:

"Against the background of Brexit, it's more important now than ever that we promote and communicate our farming and food production standards to our own consumers. The modular broadening of the scheme's standards will also help address consumer confusion around labelling and reduce the burden on farm businesses. Consumer confidence can also be assured in the robustness of the scheme's high standards with the strengthening of the already comprehensive inspection programme to include risk based unannounced inspections and we will be engaging with Red Tractor to ensure that this is implemented in a practical manner on farms."

Zoe Davies, CEO National Pig Association (NPA):

"The NPA welcomes the Red Tractor campaign. A Red Tractor scheme that embraces industry and an industry that embraces Red Tractor must surely be the greatest assurance consumers both in this country and beyond can have."

ENDS

About Red Tractor Assurance Food Standards

Red Tractor Assurance has 46,000 direct farm members. This figure rises to 78,000 with the inclusion of devolved farm assurance bodies in Wales, Scotland and Northern Ireland who also use Red Tractor's standards. Red Tractor has over 1,100 specific individual standards which must be implemented on farms and a further 600 that are used throughout the food supply chain (in transport, processing and packing).

Red Tractor Assurance is an independent business. UKAS accredited, independent inspection bodies conduct around 60,000 independent inspections of Red Tractor's standards per year, equating to up to 230 on an average working day.

Red Tractor Assurance set standards working in collaboration with independent experts from every stage of the food chain, scientists and the Red Tractor technical team. The standards are constantly evolving in line with best available science and consumer demand.

Red Tractor is an independent, not for profit organisation. It writes standards for the farming and food production – from farms to pack. In order for food to carry the Red Tractor logo, it must have been certified by independent inspectors at every stage of the food chain – farms, transport, processing and packing.

The Red Tractor is a mark of quality food you can trust. Red Tractor standards mean we know the farms your food has come from. The Union Flag in the Red Tractor logo tells you that the product has been farmed, processed and packed in the UK.

Further information please visit Red Tractor's website www.redtractor.org.uk

