



Red Tractor Assurance

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News, updates and practical advice from your Red Tractor Assurance team // SEPTEMBER 2018

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Red Tractor bids to become flagship for British food and farming

First ever TV advert hits screens as strengthened inspection regime and broader standards are announced.

A huge step in Red Tractor's evolution has been announced as the assurance scheme bids to become the flagship of British food and farming.

In what is one of the most significant moves in its 19-year history, Red Tractor has set out how it will create new standards to sit alongside its core offering.

The 'Modular Standards' will expand the breadth of production systems to include, among others, organic production and farms with a focus on higher animal welfare.

The announcement was made on the eve of the scheme's first ever television advert being aired.

The £1.5m campaign has now been broadcast to millions of viewers more than 1,000 times since its first appearance on 12 September.

Chief Executive Jim Moseley has also detailed how Red Tractor will introduce a risk-based inspection regime targeting poorer-performing farms with more unannounced visits.

Mr Moseley says the three headline



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

changes are vital components in maintaining the trust of consumers and promoting the high standards of UK farming and food production.

He added that the announcement should be seen by farmers as "one of the most exciting in Red Tractor's history" and said it put assured farms on the front foot in meeting the challenges posed by Brexit.

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

"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 grow our reputation and increase the breadth of what we offer.

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

A stronger farm inspection programme



with more unannounced visits is set to be introduced into the pig sector later this year before being rolled out across the industry in 2019.

With the goal of every member meeting every standard 365 days of the year, the risk-based approach will trigger more inspections without warning for farmers with a poor track record of compliance during their farm assessment.

The strengthened inspection regime is designed to reinforce trust in the logo at a time when consumers are being told, via a large-scale advertising campaign, that food produced by assured farms is safe, traceable and farmed with care.

Read more about the changes inside.

How Red Tractor plans to

Throughout 2018, Red Tractor has repeatedly stated its ambition to become the flagship for British food and farming both at home and abroad.

In the context of Brexit, the assurance scheme wants to ensure that the domestic market is underpinned by Red Tractor standards so consumers are offered products they know to be safe, traceable and produced to world-leading standards.

Similarly, international markets demand assurances about the food they are importing; Red Tractor has the ability to be that guarantee.

But it's not until now that Chief Executive Jim Moseley has been able to provide details of the evolution that is about to take place.

Increased unannounced inspections

The vast majority of Red Tractor farmers do an excellent job every day.

However, those farms which don't conform to Red Tractor standards will find themselves the focus of a tougher inspection regime with greater frequency and unannounced inspections.

Inspections without warning are already deployed by Red Tractor but are challenging to conduct on some farms where the farmer may not be nearby when the inspector arrives.

For example, there would not always be staff on site at a small livestock farm but a large broiler unit would have someone on call.

Mr Moseley says he recognises the practical challenges posed by unannounced visits but that he is working with those sectors to find solutions.

The new regime has been in development for the past 12 months and will begin in November 2018 in the

pig sector before a full rollout across all farms in 2019.

Mr Moseley was at pains to point out that those farms who consistently perform well and can demonstrate excellent compliance with Red Tractor standards would not be affected by the changes.

As the first sector to incorporate the changes, pig farmers have an additional newsletter including in this mailing.

TV advertising campaign

At 7.15pm on Wednesday 12 September during a break in Emmerdale, the first ever Red Tractor advert was aired to millions of viewers.

The animation has been designed

to increase consumer understanding of what the Red Tractor logo means and how its standards ensure a supply of safe, traceable food that is farmed with care.

It has been created by Mackinnon & Saunders, the artists who brought you, among other things, the Fantastic Mr Fox.

Extensive audience testing showed that the animation format was a hit with the target audience - women and children - and is the reason the advert doesn't use 'real-life' farmers.

Research shows that 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 Red Tractor invests in large-scale

Reaching out to millions through the media

The announcement that Red Tractor is beginning the next stage of its evolution attracted dozens of media interviews from mainstream consumer press and leading food and farming journalists.

The story reached in excess of 7.1m people through print channels alone.

Coverage included:

- Print stories in the national newspapers including The Sun, Daily Mail and The Times
- Interview with the Press Association's environment editor which funnelled the story into key regional newspapers
- Seven-minute interview with Jim Moseley on BBC Radio 4's Farming Today programme
- Full print and digital coverage from key trade titles such as Farmers Guardian, Farmers Weekly, Farm Business and Farming UK
- Trade coverage from The Grocer, Food Manufacture, Caterer Connections and Cost Sector Catering.

208,000
consumers reached via
social media campaign

72,000
watched the TV
advert online

15,000
direct emails to
consumers

(Stats from first week of campaign)



strengthen its standards

communications to tell them what the logo means.

As well as the TV advert, the campaign is being supported by advertising in magazines and across social media.

If you want to see the advert it is available on the Red Tractor website at www.redtractor.org.uk and can be shared across social media at www.facebook.com/redtractorfood

New 'Modular Standards'

A third change announced by Red Tractor is the decision to grow its core offering to assure production systems not currently covered by the scheme's standards.

Those who place more emphasis on, for example, the environment or higher standards of animal welfare, will soon be covered by the scheme to enable what Mr Moseley called "one-stop assurance" for all.

The standards will be accompanied by on-pack labelling to demonstrate production differentiation to consumers.

"This significant move recognises consumer demand and also the capabilities and scope of the Red Tractor system to offer robust farming standards, whatever the farming system," Mr Moseley added.

Can you help speak up for Red Tractor farms?

With a concerted campaign well underway to raise awareness and understanding of Red Tractor among consumers, the scheme is appealing for farmers to put themselves forward for media interviews.

Journalists often need spokespeople from a certain geographical region, who grow a particular crop or farm a specific animal and they ask Red Tractor to put forward names.

Charlotte Wardle, scheme member manager, said: "We are always keen to have good farmers who can speak positively about Red Tractor to the media to explain that our food is safe, traceable and farmed with care.

"We are appealing to members who are happy to be contacted if we receive a request we think they can help with.

Every member, every standard, every day

A Red Tractor assured beef, lamb and combinable crops farmer has reiterated the importance of all members adhering to all the assurance scheme's standards 365-days of the year.

So-called 'exposes' which have appeared in the media in recent weeks have shown how one person breaking the scheme's rules can cast a dark shadow over 99% of farmers who do a great job every day of the week.

Richard Bower from Staffordshire says anti-farming campaign groups will be working night and day to try and find a way to discredit Red Tractor as it looks to increase confidence and recognition in the logo.

Richard said: "Farm assurance is all about consumers having confidence in the logo when they see it on the shelf and knowing that it's been produced to a certain standard.

"Anyone who breaks the rules is not only risking their own business but the reputation of an entire farming

industry which has been built on the standards Red Tractor lays down.

"We need Red Tractor to underpin everything we do, we need every farmer to do their bit and ensure the scheme is not undermined. Especially now, there has never been a more important time for all industry stakeholders to work together to promote the British brand, so it is good to see Red Tractor investing in a consumer facing TV advert.

"The Red Tractor board is independent but has farmers represented who understand our working environment and try to make Red Tractor standards as practical as possible.

"On our farm we use all of the templates and forms made available on our Red Tractor certifiers website, so records can be easily kept while we are focused on growing, storing and marketing the best crops and farming healthy livestock.

"I also find the inspectors very helpful, understanding every farm is different and wanting to spend just as much time looking at the farm as the paperwork.

"All farmers should back Red Tractor."



You can always say 'no', and pick which interviews you accept or refuse; for example, some people are happy to talk to journalists on the phone but don't want to do television."

If you are happy to put your name forward, email Charlotte on charlotte.wardle@redtractor.org.uk or call 020 3617 3670 to discuss.

Join Jim Moseley for a webinar

Want to hear more information about our consumer marketing campaign?

Chief Executive Jim Moseley will be speaking live on a webinar at **7.30pm** on **Tuesday 16 October**.

Spaces will be limited so go to <https://tinyurl.com/y8ksoggr> to sign up now.

Turn over for food and farming industry reaction... >



Food and farming industry reacts to Red Tractor's announcement



"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."



"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."



"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."



"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."



"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.

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. The NFU supports a risk-based approach to farm inspections which will help ensure the scheme remains relevant and robust, giving confidence to buyers."



"The principle of a more intense inspection regime involving unannounced inspections on high-risk farms, is one 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."



"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."



"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."



"Red Tractor provides an invaluable link from farmers and growers to consumers, giving them confidence that what they are buying is traceable and meets standards on matters like animal welfare and the environment.

Our farmers produce the safest, highest quality food in the world, and this is underpinned by the most widely used and recognised assurance standard."

NEWS IN BRIEF

■ International benchmarking underway

Red Tractor is currently undertaking an international benchmarking exercise to determine how our farm standards compare to those across the world. The work will establish both strengths and weaknesses of the UK scheme to inform future standards reviews and to demonstrate where UK farming stands up against other countries post-Brexit. The work will conclude later this year.

■ Open your farm to the public

If you have ever thought about opening your farm to the public to show the great standards you use to produce food, LEAF's



Open Farm Sunday is the perfect vehicle to do so. More volunteers are being recruited for the 2019 event, which takes place in June. Go to <https://tinyurl.com/yclh9ghf> to find out more.

■ Change of membership rules for contractors

In light of a number of queries, Red Tractor has amended its membership rules for contract farming. These changes will take place for all renewals going forward. Details can be found at <https://tinyurl.com/yc8sgqsl>