



**Red Tractor Assurance**



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

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## Red Tractor launches bid to become flagship of British food and farming

**Inspection regime strengthened and broader standards announced as first ever TV advert hits screens.**

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.

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 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 the supply chain as "one of the most exciting in Red Tractor's history" and said it put the scheme in a great position at a time when Brexit posed challenges to 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," 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



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

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 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.



### Importance of vehicle wash-down for pig hauliers

With the pig industry on heightened state of alert over the risk of African Swine Fever, hauliers, processing plants and farmers are being reminded of the importance of cleaning and disinfecting vehicles after delivering animals to abattoirs and before they leave the site.

Infected pigs and anything contaminated with infected faeces are sources of virus which include, among others, Porcine Epidemic Diarrhoea (PED) and Classical Swine Fever.

Vehicles delivering pigs must be washed down after use and before they leave the site - this is a requirement under the Red Tractor Livestock Transport Scheme, the Red Tractor Meat Processing Scheme and the British Quality Assured Pork Scheme.

Any farmer delivering pigs to an assured abattoir direct is also required to wash down before they leave the site to maintain their Red Tractor assurance status.

Research in the USA has shown PED can survive on metal for up to 20 days in the right conditions.

In the spread of swine dysentery in East Anglia between 2006-09, vehicles of different types were implicated in the spread with movement of pigs being identified as the source of infection in more than 40% of cases.



## Duck welfare outcomes

Welfare outcome scoring has been introduced in the Duck Assurance Scheme (DAS) following a collaborative approach across the industry.

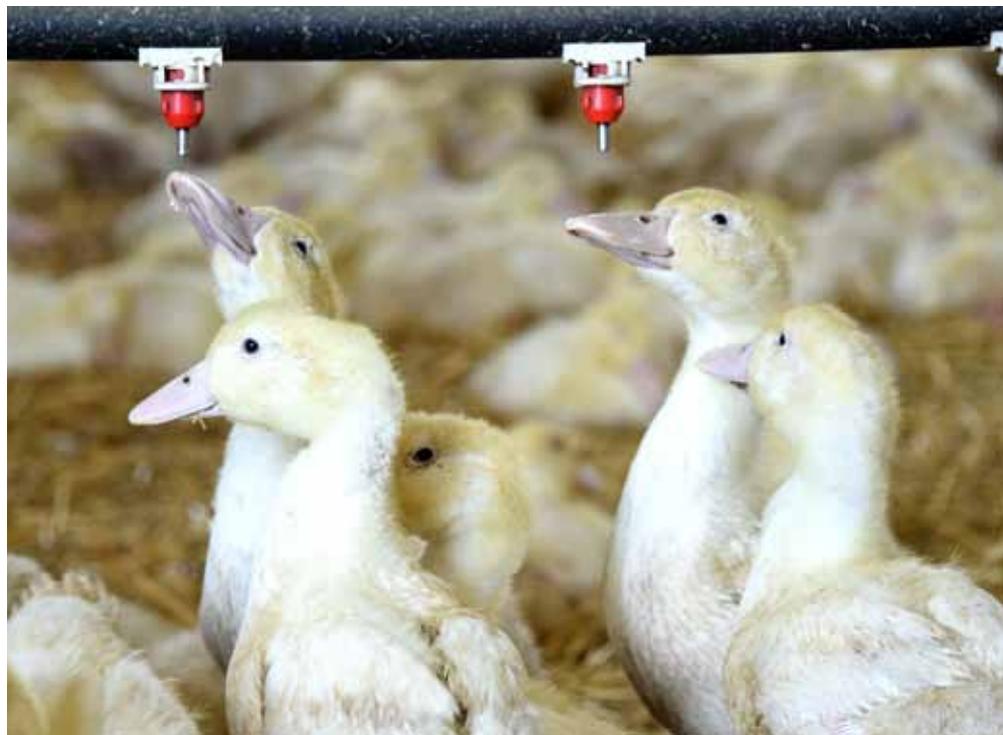
Ownership of the DAS was brought into Red Tractor on 1 July after being transferred from the British Poultry Council.

Working with groups such as Compassion in World Farming, the industry's major producers and processors have now implemented welfare outcome scoring to deliver meaningful data on the condition of ducks at the abattoir.

Scores are given according to the condition of eyes, nostrils, feet, cleanliness and feather cover in the lairage and on the processing line.

Information will help processors identify any problems on farm which are impacting on duck welfare, and data can be shared with the Red Tractor Duck Technical Advisory Committee to help drive improvement across the industry.

Red Tractor has already made significant progress on welfare outcome scoring which forms part of the dairy and pig farm assurance schemes.



### Reminder on CCTV in poultry abattoirs

All abattoirs handling poultry are now required to install CCTV. Following a lead-in period from government, legislation comes into force on 5 November 2018 with the new requirement reflected in Red Tractor's Meat Processing Scheme standards which have now been updated. CCTV is already a requirement in the Red Tractor Meat Processing Scheme for red meat plants but the requirement has now been extended to poultry plants.

### Amendment to live bird hang-on time for chickens

The Red Tractor meat processing standard relating to hang-on time for chickens has been amended. The maximum permitted live bird hang-on time is now 60 seconds in line with UK legislation. If you were using a shackle line for chicken prior to 1 January 2013,

the law currently allows a maximum hang-on time of 120 seconds but this is not permitted under the Red Tractor standard. By 8 December 2019, the law will require a maximum 60 seconds for all plants undertaking the shackling of live chickens.