



**Red Tractor Assurance**



# Climb aboard



News, updates and practical advice from your Red Tractor Assurance team // NOVEMBER 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 2,500 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 was introduced to the pig sector in November and will be 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.

## Movements reminder

Assured cattle and sheep moved through a market or collection centre during the 60/90-day residency period must be through a business registered under the Livestock Market / Collection Centre Assurance Scheme.

This includes when livestock are taken to a collection centre or another farm for onward consignment to an abattoir.

Livestock Market / Collection Centre Assurance Scheme certification is required to ensure the business operates in accordance with the

Animals Gatherings Order and, in particular, has sufficient biosecurity facilities and traceability procedures.

Non-assured collection centres operate outside of the assurance scheme requirements so any assured livestock passing through them will lose their assurance status and cannot be slaughtered as assured.

If you suspect a non-assured collection centre is operating contact beef and lamb technical manager Andy Rowland on [andy.rowland@redtractor.org.uk](mailto:andy.rowland@redtractor.org.uk) or call 0203 617 3670.



## Electric goads and public perception

Red Tractor is asking assured markets and collection centres to consider their electric goad policy.

All areas of livestock farming are under increased scrutiny and markets or collection centres are easily accessed by the general public and animal rights activists.

Goads are only permitted as a last resort and staff must be fully trained and be aware of the usage policy.

## Could you be an assurance ambassador?

Red Tractor is looking for members of the various Red Tractor assurance schemes who are happy to be contacted in the event of a media enquiry.

Journalists are keen to hear about how food is produced in the UK and Red Tractor is often asked to help create content which helps to tell the story.

If you are contacted with a media request you can always say 'no', and pick which interviews you accept or refuse. Anyone who is keen to help can fill out a form at <https://tinyurl.com/y88rjkjm>

## Tips on staying compliant

Based on the common non-conformances found at markets and collection centres, here are RedTractor's top tips on staying compliant.

### FACILITIES

(Standard MC.d)

Look out for damaged concrete flooring, broken gates, sharp edges, broken drain covers, slippery flooring and poor lighting.

(Standard MC.a)

Ensure rubbish is removed and stored out of site, areas around buildings and car parks are maintained and tidy.

(Standard BD.h.4)

Ensure hoses and pressure washers are available and in use and that a policy is in place for freezing or drought conditions.

(Standard BD.d)

Ensure boot washes, brushes, disinfectant, boot mats or dips are in place and full. Soap, hot and cold water and towels or hand driers need to be available for staff and visitors.

### VERMIN CONTROL

(Standard MC.b)

Keep baiting records which include details of the bait used and replenishment dates, contractor details, a map of baiting points, risk assessments and site survey.

### STAFF

(Standard SC.b)

Keep updated staff training records including all training taken place and implement an annual review for staff.

A nominated AWO, and deputy if necessary must be in place, and records must show training kept and available for inspection.

### LIVESTOCK

Written procedures for the emergency killing of livestock must be in place, as well as ensuring these are visible to staff. All staff must be made aware of them. Records must show details of any incidents and nominate the competent person.

### RECORDS

Records must show when the disease outbreak contingency plan was last reviewed or updated and incidents from when it was implemented.

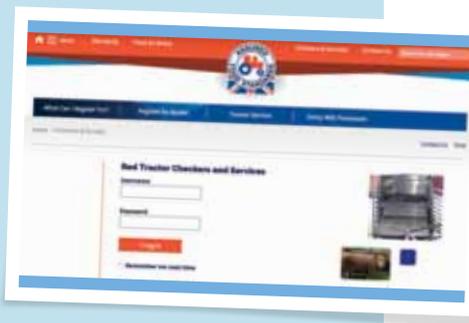
## Your free digital assurance checker

Markets and collection centres can register for free services to check the assurance status of Red Tractor farmers.

Certificate Tracking states the certification status of assured farmer suppliers and provides email alerts of any key changes

Those without a regular supply base can use the Integrated Checker tool to query the database. To register go to:

<https://tinyurl.com/ycte4vt4>



## MAKE ASSURANCE STATUS CLEAR

Markets are reminded of the need to notify potential buyers of the assurance status of stock being sold. Under the Red Tractor scheme requirement PAcl relevant information must be given to potential buyers through sales catalogues, signage or announcements in the sale ring.