



Red Tractor Assurance



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News, updates and practical advice from your Red Tractor Assurance team // JANUARY 2019

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1.4m more shoppers intend to trade up to Red Tractor

TV advertising campaign creates increased awareness and understanding of on pack logo, but this is just the start.

The number of primary shoppers who say they will trade up and buy Red Tractor food instead of cheaper alternatives has jumped by 1.4million following the assurance scheme's autumn advertising campaign.

An eight-week programme of activity spearheaded by the organisation's first ever TV advert began in September with the British public polled by YouGov before and after the campaign.

As well as the spike in purchasing intent, the number of shoppers associating the logo with 'traceable food from farms to pack' has nearly doubled to 62%.

The assurance scheme's chief executive Jim Moseley said the results were fantastic, adding that this is "just the start" of a prolonged campaign to enhance the reputation of the logo.

But he warned farmers that the only way the scheme could maintain its hard-earned integrity was if assured farms remained 100% compliant 365 days of the year.

Mr Moseley said: "We can immediately see a direct benefit to our members through the sheer number of people who

say they will now choose Red Tractor over a non-assured product.

"This is just the start and we will continue to enhance the reputation of our world-leading assurance scheme.

"We need to do this together. We need our members to maintain Red Tractor's standards every day of the week to show consumers that we have something robust they can trust and buy into."

Market research has already shown that shoppers are twice as likely to buy Red Tractor food and drink when they know what the logo stands for.

To drive up understanding of the scheme's standards, the animated television advert used the strapline 'safe, traceable and farmed with care'.

The number of shoppers who said the logo will make them choose a Red

"This campaign is a building block as we bid to become the flagship for British food and farming."

Shoppers who saw the TV advert saw it on average 4 times

6million print and digital impressions



Tractor product over the cheapest one rose from 36% before the campaign to 41% after it finished.

The Agriculture & Horticulture Development Board said the five percentage point lift equates to an additional 1.4million shoppers.

Mr Moseley said: "This campaign is a building block as we bid to become the flagship for British food and farming.

"Increasing confidence in Red Tractor is vital, particularly as we approach Brexit."

Red Tractor plans to run another campaign in 2019 to maintain momentum.

Details are yet to be finalised but the objective of increasing consumer understanding remains pivotal and all activity will be focused on achieving this goal.

Television, print and social media will all play a role in delivering a more in-depth understanding of the scheme and its standards.



Farmers react to ad campaign results

Members have their say on the results of Red Tractor's first ever TV advert.



Neal McIntosh, who grows combinable crops in Buckinghamshire, said:

"Consumers need to understand what the logo means and the results of this advertising campaign show they are more likely to buy a Red Tractor product once they know about the standards behind it.

"As farmers we are working very hard to produce food that consumers can trust, and it is to some of the highest standards in the world. Red Tractor helps to promote this.

"We must continue this momentum but also ensure that we are maintaining the high standards that consumers clearly buy into. If we aren't complying to the standards we undermine the good work that's being done to promote the scheme."



Surrey beef farmer Hugh Broom 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.

"We all work so hard to do the very best we can on our farms and 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 it to tell consumers both here and abroad about the great job we are doing and we need every farmer to do their bit and ensure the scheme is not undermined."



Dorset pig farmer Robert Lasseter said:

"The Red Tractor supply chain, to which I have belonged since its inception, has proved itself and goes from strength to strength. It is vital to my business and I couldn't trade without it.

"I find it extraordinary how many people I still speak to that don't know about Red Tractor's importance to them in delivering healthy, safe food, produced to the exacting scheme standards that are rigorously audited, so it's really encouraging to hear 1.4m shoppers are changing their shopping habits.

"With the winds of change that will alter future food trading patterns it's imperative that Red Tractor enables us to stand out in the increasingly competitive food market, and stand out we must. Our prosperity depends on it."



Catch up and tune in to Red Tractor's webinars

A webinar to inform farmers and stakeholders on how the risk-based inspection regime will work will be held on 21 January at 7.30pm. Make sure you register to take part at <https://tinyurl.com/y9ldharq>.

You can watch a webinar which took place earlier this winter explaining how the Red Tractor advertising campaign was devised at <https://tinyurl.com/ycrfsfxq>.

More will be taking place soon. Follow [@RTfarmers](https://twitter.com/RTfarmers) on Twitter or check the Red Tractor website to stay in the loop.

Don't you want Red Tractor, baby?



The host of the increasingly popular Rock and Roll Farming Podcast, Will Evans,

interviewed Red Tractor chief executive Jim Moseley in December.

In a far-reaching interview titled 'don't you want Red Tractor, baby?' Jim explains some of the challenges and opportunities posed by farm assurance and

tackles many of the questions which are frequently raised by assured farmers.

Will also asked Jim to explain how unannounced inspections work and reviewed the recent TV advert.

Slightly off topic, Jim reveals his love for the Human League and how he was once able to run a marathon in 2hrs 40mins and 100m in 10.7secs.

Listen online here:

<https://tinyurl.com/y9urgucv>

Taking the farm assurance message to the masses

Assured farmers hit the streets of London to promote British farming's high standards.

A group of Red Tractor farmers showcased British food and farming to hundreds of thousands of people as part of the Lord Mayor's Show.

More than 600,000 people lined the streets of London for the event which was broadcast to millions more on television.

They were accompanied by a huge Massey Ferguson Ideal 9T combine.

The group included Kings Lynn farmer Adrian Howell who farms 2,400ha.

"We need to try and show people where their food comes from, how it is produced and the problems we face from climate, world markets and pressure groups," he said.

"Two things from the day stood out for me. The first was the initial surreal experience of standing next to a combine harvester under the shadow of St Paul's cathedral.

"The second was hearing a young girl of about five turning to her mum when she saw the Red Tractor placards and saying she saw the logo on the milk and butter at home."

Mixed farmer Debbie Broad from Mote Farm in Ivy Hatch, Kent, said: "We wanted to get involved because

we want to promote farming to the general public.

"We are proud to be farmers and we want to promote British produce to the consumer.

"It is important to promote British produce and the high welfare standards we adhere to. If we cannot find time to support Red Tractor Assurance, how will the British public know how their food is produced?"

Beef farmer Mel Momber from Hawkley in Hampshire added:

"Consumers need to understand that Red Tractor helps the British farmer be the best they can be and that it helps ensure high standards are met across all sectors.

"My favourite memory of the day was walking along Fleet Street and hearing the crowds cheering the float and hearing the words of support from the crowd. It was very uplifting and meant a huge amount to me."

If you want free materials to help engage with the public don't forget Red Tractor's Marketing Toolkit which is available here <https://tinyurl.com/y7yb8u3v>



Above: Attending the Lord Mayor's Show was (left to right) Andrew Blenkiron, Debbie Broad, Bex Broad, Peter Bawn, Vicky Smith, Mel Momber, Sarah Lane, Dawn Howell and Adrian Howell.

BEWARE FARM BREAK-INS

Members are reminded that every farm is susceptible to break-ins and incursions from anti-farming activists.

Livestock farms have been the subject of some high-profile 'exposes' in recent years but all sectors should be on their guard.

The police has issued guidance on the action to take if you have been targeted.

If you suspect you have been broken into:

- Call 999 if the person(s) is still on site or call 101 to report damage
- Report to Counter Terrorism Policing unit
- Brief farm staff and report to customers, managers and your processor
- Search any sheds for hidden cameras
- If you can't find any, assume you and your staff are being filmed
- Report to Red Tractor.



Work with big brands continues to reap rewards

Licensees of the logo add value and sales of assured food and drink.

A vital part of Red Tractor's income comes from businesses licensed to use to the logo on product.

Licensees pay an annual subscription which funds traceability checks to ensure that when it says Red Tractor on the pack, it's Red Tractor in the pack.

Following a review of Red Tractor licensee subscriptions, which found them to be extremely competitive compared to similar schemes, the charges were increased in 2018 with the additional income used to fund the recent consumer campaign.

In addition to this work, a number of initiatives have taken place to grow relationships with licensees with the aim of directly increasing the amount of Red Tractor product sold.

Bidfood, the UK's largest foodservice wholesaler, has been licensed to use the Red Tractor logo since 2009.

Since 2016 Bidfood has run an annual campaign to grow sales of Red Tractor products resulting in a massive increase of 74%.

Working with the Red Tractor licensing team Bidfood has made further commitments to develop more dedicated promotions throughout the year.

"Since 2016 an annual Bidfood campaign has increased sales of Red Tractor products by 74%."

A huge number of big consumer-facing brands are also licensed to use the logo and put it on pack.



Shredded Wheat has been a long-term supporter and has now committed to rolling out Red Tractor messaging and a farm-to-pack provenance story



on all Shredded Wheat Packs sold in UK and Ireland.

British Sugar has also worked collaboratively on a sustainability video telling consumers how Red Tractor underpins the beet growing process for its famous Silver Spoon brand.

Red Tractor's vice chairman Andrew Blenkiron features in the video which you can watch here: <https://tinyurl.com/y9d3la8r>

Behind the scenes the team continues to work on a number of projects to develop even more engagement with licensees who can drive more value for the logo down the chain.

SEED POTATO GROWERS SURVEY

British seed potato growers are being asked to share their feedback on potential changes to the scope and remit of the Safe Haven standards, the assurance scheme run by Red Tractor.

The standards promote best practice in key areas of seed production to protect the industry against incursions of bacterial ring rot or Dickeya.

The review will consider whether the current standards are fit for purpose, as well as



identifying potential new areas to bring into the scheme.

Please complete the survey here <https://tinyurl.com/y8x8uzo3>

New fresh produce chairman appointed



A specialist consultant to the food industry is the new chairman of the Red Tractor fresh produce board.

Lucy MacLennan, who has worked as a food technologist for the past 20 years, succeeds Dr Louise Sutherland.

Her work has taken her around the world improving the quality and safety of fresh produce for leading UK retailers such as Marks and Spencer and Sainsbury's Supermarkets, as well as working extensively throughout their supply bases.