



Former FSA Chief Scientific Adviser joins the Red Tractor Board



Professor Guy Poppy has been appointed to the Assured Food Standards (AFS) Board, as Red Tractor's new scientific adviser for agricultural and food science

Professor Poppy is expert in food systems and security. He continues to conduct prominent research in both areas and advises governments on these issues around the world.

His role, to provide strategic insight and direction for the scheme regarding agricultural and food science, emphasises Red Tractor's determination to ensure the relevance and robustness of the scheme's standards in a post- Brexit world.

Red Tractor Chair Baroness (Lucy)Neville-Rolfe said: "This is a critically important time for Red Tractor to demonstrate strong leadership in protecting the integrity of the food chain and British agricultural standards.

"Our standards are the bedrock of the farming industry. So, it's our duty to understand the implications of any changes in approach to the science of food production and farming. I am confident that Guy's experience and skills will help us to navigate this process safely."

Professor Poppy, whose term begins in November, said: "I am really looking forward to joining the board of Red Tractor. Maintaining high standards in food has never been more important and I am looking forward to building a better food system. I am confident that certified standards through the Red Tractor scheme will play a major role."

Professor Poppy is currently serving as a senior Professor at the University of Southampton, where he continues his research into global food security, and is the Director of a new £47.5 million Strategic Priorities Fund research programme focussed on transforming the UK food system. His previous roles have included being the Chief Scientific Adviser at the Food Standards Agency (FSA) and Principal Scientific Officer at Rothamsted Research.

His appointment comes as industry stalwart, David Clarke CBE, steps down from Red Tractor duties next month. As a founding member of the scheme, David led the organisation as its CEO for 17 years, before continuing to provide guidance in his capacity as science Director on the AFS Board.

Baroness Neville-Rolfe added: “I would like to take this opportunity to mark the incredible work and commitment that David has displayed over decades. It is easy to underestimate the impact he has had on British food and farming, after it was devastated by a decade of food scares back in the 1990s. During his tenure at Red Tractor, the confidence in and support of for the industry has continued to grow. Now in our twentieth year, more than 75 per cent of British Agriculture is Red Tractor assured and consumer trust is at an all-time high.

“I would like to offer our thanks and wish David the very best of luck for the future.”

Red Tractor is the UK’s largest food standards scheme, covering animal welfare, food safety, traceability and environmental protection. Working with experts in the relevant fields, the programme ensures that families across Britain have access to safe, quality food that has been grown and reared in the UK to rigorous, certified farming standards.

Research conducted by YouGov has found that Red Tractor is the UK’s most trusted food assurance scheme, with almost three-quarters of shoppers who are aware of the organisation citing it as an independent source they can trust. Seven out of ten primary shoppers state they are positively influenced by the Red Tractor on-pack, and nearly 45 per cent say they would trade up from a cheaper product to one which bears the logo.

ENDS

Notes to editors

- YouGov online panel survey of 2,301 GB Adults. 71% of survey sample were Primary Shoppers. Representative sample demographically. Survey conducted May 2020
- For media enquiries please contact press@redtractor.org.uk