

MARCH 2020



RED TRACTOR NEWS

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



NEW RED TRACTOR LOGO TO BEGIN APPEARING ON PACK SOON



The process of replacing the Red Tractor logo with a new look begins this month.

The foundations of the familiar logo that has existed since the assurance scheme was founded is

undergoing an evolution and will take nearly 18 months to roll out as packaging gets updated.

The new design remains recognisable to members, shoppers and diners but more will more clearly signpost the great care and attention that our farmers put in to producing quality food, whatever the circumstances.

The union flag will remain prominent, signifying that the product has been grown, reared, processed and packed in the UK.

Other significant developments are:

- Red Tractor text replacing Assured Food Standards
- a modern tractor, more reflecting today's farming and the scheme's TV adverts
- a 'tick'- which resonates with shoppers, indicating that the product has been checked inclusion of the words 'Certified Standards'
- a heart in the wheel, demonstrating care and attention has been taken to produce the food.

It comes at a time when British food and farming are facing a watershed moment and need consumer support, and when new research has found that eight out of ten shoppers see Red Tractor as a positive, reassuring on-pack signpost in supermarkets.



Red Tractor Assurance

The old Red Tractor logo (above) will be replaced on pack.

NEW MARQUES TO DELIVER GREATER CHOICE FOR SHOPPERS

A suite of new marques will be rolled out across retail and food service later this year.

Grounded in Red Tractor's values of animal welfare, food safety, traceability and environmental protection, they are an evolution of the original standards which have built trust in British farming and food quality.

Shoppers and diners will have the opportunity to purchase food produced to Red Tractor standards and from commonly recognised production systems like free range and organic.

This move will also help to reduce the audit burden that exists for farmers and processors across the supply chain.

Free Range for Poultry and Enhanced Welfare for Chicken could be among the first new marques to be launched.



RED TRACTOR COMMENT:
JIM MOSELEY : CEO



UNPRECEDENTED TIMES

This is an unprecedented time for UK farming and food production, but shoppers and customers are relying on farmers, food companies and the wider industry to provide the reassurance they expect from us.

From Friday 20 March all physical farm inspections have been suspended until further notice.

In making this decision Red Tractor has consulted with the Food Standards Agency and other enforcement bodies that we have earned recognition arrangements with and members can be reassured that these arrangements will be unaffected by the decision to suspend assessments.

This includes earned recognition around dairy hygiene inspections and food and feed hygiene inspections carried out by local authorities.

For pig members – where members and vets mutually agree it is safe – quarterly vet visits can go ahead.

In order to maintain Red Tractor certification, there will be a requirement for certification bodies to carry out a remote assessment.

We are working with our certification bodies to determine what these will look like and the consequences for our members in each sector.

Certification bodies and Red Tractor will provide more details as soon as it is available.

If members have any questions or concerns about how this will affect their individual certification, please contact your certification body.

NEWS AND UPDATE

ONLINE REPORTING PORTAL 'TELL US' LAUNCHED

We know that, very occasionally, standards can slip on farms between audits. It's important that Red Tractor is made aware when this happens so that we can ensure things are put right and can continue to build our reputation as a scheme that expects every member to meet every standard, every day.

The most effective way to raise a concern is with a member of the Red Tractor team directly. Openness makes it easier for Red Tractor to assess the issue, obtain more information and thoroughly investigate the matter.

If you want to do so anonymously, we have a new Tell Us portal, details can be found on our website [here](#).

NO BALANCE IN COUNTRYFILE FEATURE

Like many of you, we were extremely disappointed with the representation of Red Tractor on BBC Countryfile on 15 March. We would like to reassure members that we completely understand the importance of defending the integrity of our scheme and members. After comprehensive discussions with the show's researchers, it became clear that the item was not going to be fair or balanced, and the decision was taken to provide a detailed brief and statement – an approach which was mirrored by all industry bodies that were approached. Click [here](#) for our full statement.



MILLIONS WATCHED NEW TV SERIES WHICH SHOWCASED RED TRACTOR FARMERS

Three Red Tractor farmers provided an important insight into what goes in to producing the food that people eat every day in a new TV show which aired on the Discovery Channel earlier this year. Born Mucky: Life on the farm was watched by 5 million people, across the whole series, with 1.4 million people watching episodes which featured Red Tractor. A huge thanks to Tom, Ally and Ian for agreeing to be filmed.



NEW FACES AS RED TRACTOR STRENGTHENS TEAM

In recent months there has been a significant expansion in the Red Tractor Technical Team to improve the service for members, certification bodies and other industry stakeholders.

The team reports to Philippa Wiltshire, Head of Operations.

HELEN NEILSON

Helen is our first ever first Compliance Manager, joining from a similar position at Avara Foods. She has worked as a farm assessor and spent 16 at SAI Global.



SIMON THORPE

Simon, our new Fresh Produce Technical Manager, brings extensive experience in the food industry. For the past decade he has been part of Bakkavor's Central Technical team where he worked with growers completing audits and other projects.



SOPHIE ELWES

Poultry Technical Manager Sophie joins from the RSPCA where she was Senior Scientific Officer. She coordinated the APPG Agroecology in Parliament and has also been a consultant for food businesses.



LAURA BECK

Laura is our new Beef and Lamb Technical Manager. She has worked for Map of Ag in conjunction with McDonald's and Marks and Spencer, and been involved in the European Roundtable for Beef Sustainability.



CATH LEHANE

Combinable Crops and Sugar Beet technical manager Cath has returned from maternity leave and has covered various schemes during her eight years with us.



IN FOCUS



CELEBRATING GREAT RED TRACTOR CHEESE

Red Tractor is proudly sponsoring the Speciality and Artisanal category at the International Cheese Awards in Nantwich in July.

The support helps drive value in the dairy sector and celebrate the fantastic work of UK cheesemakers who source Red Tractor milk or are licensed to use the logo on pack.

We would love to see as many entries from the membership as possible, including dairy farmers and small manufacturing enterprises.

Visit www.internationalcheeseawards.co.uk for more.

KEEP UP TO DATE



We will keep you informed of any changes, but to keep really up to date follow us on social media. On Twitter [@redtractorfood](https://twitter.com/redtractorfood) is our consumer activity and [@rtfarmers](https://twitter.com/rtfarmers) is our farmer news. And you can 'like' [Red Tractor](https://www.facebook.com/redtractor) on Facebook.

RED TRACTOR DELIVERS BIRTHDAY CAKE TO NUMBER 10

The Prime Minister received a giant, edible reminder of how proud British farmers are of the food they produce and the standards they attain. Red Tractor Assurance Chair Baroness Lucy Neville-Rolfe and CEO Jim Moseley hand delivered a giant cake to Number 10, marking the start of a year of celebrations as the scheme turns 20 years old.

