

OUR STANDARDS ARE...



ONE SET OF ESSENTIAL AND STREAMLINED FOOD & FARMING STANDARDS FOR THE INDUSTRY

DEVELOPED ALONGSIDE **46,000** FARMERS



THE GATEWAY TO A UK WIDE **£15BN** REVENUE STREAM




100%
NOT FOR PROFIT

EVERY PENNY OF INCOME FROM FARMERS GOES TOWARD PROTECTING FOOD AND FARMING STANDARDS, DEVELOPING SALES AND GROWING YOUR BUSINESS.



21 MILLION UK SHOPPERS KNOW THE **RED TRACTOR** LOGO

7 OUT OF  **10** CONSUMERS ARE POSITIVELY INFLUENCED BY THE RED TRACTOR LOGO*

*Source YouGov 2020 2000+ GB adults

REAP THE REWARDS
WITH RED TRACTOR

VISIT [REDTRACTOR.ORG.UK/REWARDS](https://redtractor.org.uk/rewards)

