



USE OF RED TRACTOR LOGOS AND MARKETING TOOLKIT BY MEMBERS WHO SELL PRODUCTS TO THE PUBLIC OR OTHER BUSINESSES

Thank you for ordering merchandise to help spread the word about Red Tractor and promote the Scheme – we are very grateful for your efforts. The aim with using and distributing toolkit materials is that this is done in a way which is not tied to any specific product sales. The aim is to promote the Scheme, and not to mislead the public in connection with any products or activities. We trust that you understand this and will work with us to achieve this.

Please read the information below carefully, as this tells you what you may and may not do with the marketing materials we supply to you. We will ask you to confirm that you have read and understood this information before we send you the materials.

Additional information for milk producers and registered dairy purchasers is set out at the end of this document.

1. For as long as you are a scheme member (see below for milk producers and registered dairy purchasers), you may use the relevant Member Logo for your certification scheme **on your stationery and publicity materials**.

These are examples of Member Logos



You can obtain high resolution versions of the Member Logos for printing or pre-printed farm signs by contacting memberhelp@redtractor.org.uk.

2. You must **not** print or apply the Member Logos or any other version of the Red Tractor logo to **food or drink products or their packaging** (including using stickers or on boxes) **unless you have a separate processors and packers licence from us**, which entitles you to do this. You can only use the Red Tractor logo below if you have a processor and packers licence. Please visit <https://logo.redtractor.org.uk/> for more information on how to apply for

such a licence and <https://trade.redtractor.org.uk/apply-for-a-red-tractor-license/> to apply.

This is the Red Tractor logo



3. If you sell products **to the public** in your farm shop, or at farmers markets, agricultural shows, fairs or similar events, you may display/use your relevant Member Logo in your farm shop, or on your stall, **but only in relation to meat, fruit and vegetable food or drink products of your own farm** . If you sell products from other farms you must position the Member Logo carefully, so that it does not mislead the public into thinking that those other products are Red Tractor Assured.
4. If you sell products **to the public** from your **website, app** or via other **online** channels, you may display your relevant Member Logo on your website, app or other online channels **when describing your Red Tractor Assured farm operations only, but not to describe, or in connection with, any products** (including not next to or in conjunction with any lists of products/prices). You can only use the Red Tractor logo in connection with **food or drink products** if you have a **separate processor and packers licence from us**.
5. If you are using **other marketing materials** supplied by us to help promote the Red Tractor Scheme, you must do this **in a way which is not misleading to the public in relation to your or others' products or activities**. For example, if you are distributing Red Tractor pens or General Use Stickers at an event or in your shop, this should not be done in a way which is tied to actual products. This includes **not including any toolkit materials in/on any meat/vegetable/fruit boxes** which you supply. The Red Tractor logo must not be used on actual products or their packaging, or in connection with the sale of those products, unless you have a **separate processor and packers licence from us**.
6. If you sell food products **to other businesses**, you must not use any version of the Red Tractor logo on or in connection with those products **unless you have a separate wholesalers and traders licence from us**, which entitles you to do this.
7. If you stop being a scheme member or your scheme membership is terminated in any way (including non-renewal on expiry), you must

immediately stop all use of any logo or other indicator of the Red Tractor Assurance Scheme. You must contact us and we will arrange for any unused toolkit materials to be returned to us. Please contact memberhelp@redtractor.org.uk

8. Thank you for taking the time to read this information. Please note that this is not an exhaustive summary of the Rules relating to use of the various Red Tractor logos. Please refer to the Red Tractor Assurance Scheme Membership Rules.

Milk Producer Members and Registered Dairy Purchasers

1. If you are a milk producer member and **you do not sell raw milk to the public**, you may use the “Certified Dairy Farm” Member Logo **on your stationery and publicity materials**, and **in the other ways permitted above**, and also **use marketing materials** to help promote the Red Tractor Scheme, provided that you do not do so in a way which might mislead the public in relation to the scope of your Red Tractor Assured products or activities or in a way which ties such materials to actual products.
2. If you are a registered dairy purchaser and **you do not sell raw milk to the public** (and no other person sells raw milk to the public from your premises or in connection with your activities), you may use the “Registered Dairy Purchaser” Member Logo **on your stationery and publicity materials**, including on your website, and also **use marketing materials** to help promote the Red Tractor Scheme, provided that you not do so in a way which might mislead the public in relation to the scope of your Red Tractor Assured products or activities or in a way which ties such materials to actual products.

Registered Dairy Purchaser Logo



Scheme Logo



3. If you are a milk producer member or a registered dairy purchaser and **you sell raw milk to the public**, you **must not use any marketing materials** or the “Certified Dairy Farm” Member Logo or the “Registered Dairy Purchaser” Member Logo (or any other version of the Red Tractor logo) in any way, unless in any such case you have a **separate processors and packers licence from us**.

4. Registered dairy purchasers should also refer to the Membership Rules for Registered Dairy Purchasers for further information, including on use of the Dairy Scheme Logo.

For the avoidance of doubt these rules also apply to the old version of the Red Tractor logo, member rules and marketing toolkit materials that may still be in use by members.