



Red Tractor Assurance

DECEMBER 2019

# RED TRACTOR NEWS

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



**RED TRACTOR COMMENT:**  
JIM MOSELEY : CEO



**“BY CHOOSING RED TRACTOR, PEOPLE DON'T NEED TO WORK HARD TO HELP FOSTER A BETTER FUTURE FOR BRITISH AGRICULTURE.”**

## CREATING BRITAIN'S BIGGEST FARMERS MARKET

This autumn we proudly showcased how British farmers produce quality food that's traceable, safe and farmed with care, with our £1m advertising campaign.

'Britain's Biggest Farmers Market' continues to reach millions of consumers and demonstrates how farmers, retailers and food service operators come together to deliver great food, produced to high standards.

It's the third major advertising drive that Red Tractor has invested in for its members in the past year and comes at a vital time for UK farmers.

We wanted to make it clear to people that by simply looking for the Red Tractor, they don't need to work hard or look very far to help foster a better future for British

agriculture, farmers, growers and producers.

The campaign has been on social media channels and supported by major supermarkets and food brands. It has also included prime-time slots on TV during flagship shows like Emmerdale and Gogglebox. You can see it on [www.redtractor.org.uk](http://www.redtractor.org.uk)

### AND IT'S WORKING

Research following this activity has shown that seven out of 10 British shoppers' purchasing decisions are being positively influenced by the Red Tractor logo, which is an additional 1.4m shoppers this year and 43% of people would trade up on seeing our logo.

As we head towards the end of the year, the team at Red Tractor wishes you and your families a safe and peaceful festive season.

### IN FOCUS

#### THE FACE OF THE FARMERS MARKET



Tom Martin is the face of the new advertising campaign, appearing on digital advertising and promotional media articles.

He farms with his wife, Lisa, and his parents at Toons Lodge near Peterborough growing combinable crops and producing 500 lambs a year.

“Our Red Tractor accreditation provides us with recognition of the care we put into our farming,” Tom said.

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**REDTRACTOR.ORG.UK**



# RED TRACTOR ASSURANCE – WHAT'S IN IT FOR ME?

**We don't want you to feel like your Red Tractor membership is just another thing you have to do. There are so many business benefits.**

Next year Red Tractor will celebrate two decades of translating what consumers value the most about their food, into practical farm standards.

Whether you have been with the scheme for many years or are a new member, it's important to understand what membership provides, so you can be proud to be a Red Tractor farmer.

## FINANCIAL BENEFIT

Membership gives you market access to all the major buyers and provides the flexibility to supply many customers, without the need for different requirements. It means you can do business with more people.

## COMBINABLE CROPS ACCESS EU BIOFUELS MARKET

Market access is secured until 2023 regardless of any negotiations or new policy structures which are formed as part of the UK's exit from the European Union.

## GLOBAL RECOGNITION FOR FRESH PRODUCE MEMBERS

Produce grown on Red Tractor assured farms continues to be recognised as equivalent to international assurance body GLOBALG.A.P. Reducing duplication, driving down bureaucracy and lowering costs.

## FEWER INSPECTIONS FOR ALL FARMS

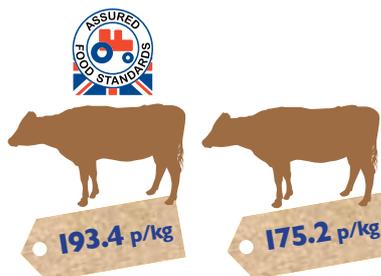
Wherever possible members have fewer inspections due to 'earned recognition' agreements with government bodies. This saves time and reduces duplication. Examples include agreements with the FSA and local authorities over feed hygiene inspections – which benefits all Red Tractor farms - and dairy hygiene inspections too. Integrated IPPC inspections for pig and poultry farms saves money as well as cutting bureaucracy.

## YOU'RE PART OF THE BRAND

One of our biggest strengths is our scale. We have 46,000 members and we cover food production from farm to pack. We're not only telling consumers to buy British – we're telling them why. And if you're Red Tractor assured, they're going to come looking for food you've produced.

## FARM ASSURED VS NON-FARM ASSURED

The easiest way to see the benefit of farm assurance is in your bottom line. The price our beef and lamb members receive has consistently shown to be a step ahead of non-assured products.



**AVERAGE LIVEWEIGHT STEER PRICE 2018**



**AVERAGE LIVEWEIGHT LAMB PRICE 2018**

Source: AHDB / Livestock Auctioneers Association



## NEWS AND UPDATE

# FARMERS TAKE RED TRACTOR MESSAGE TO THE MASSES



### Public engagement on a huge scale with a London parade and national newspaper campaign.

The message taken to the masses at the Lord Mayor's Show in November was loud and clear; look for the Red Tractor and back British farming. The show, one of the oldest and most colourful civic pageants in the world, featured 12 Red Tractor farmers and other members of the farming community.

A Massey Ferguson tractor pulled a huge British Farmers Market stall stocked full of local, seasonal Red Tractor produce. 'Look for the Red Tractor' was the message emblazoned on the machinery as it toured the streets of London in front of hundreds of thousands of people, as well as millions watching live on BBC One.



Among those flying the flag for safe, traceable food was Red Tractor's vice chairman Andrew Blenkiron.

In addition to the Lord Mayor's Show, on 9 November a four-week partnership between Red Tractor, Colman's and the NFU in the Sun newspaper got underway to promote British meat and the produce that features in their condiments. Every Saturday throughout November, nearly 1.5 million people read about Red Tractor's standards and the farmers who meet them.



### FOOD SAFETY "BEING TAKEN FOR GRANTED"

Red Tractor has found from national research that eight out of 10 Brits are taking food safety for granted, two decades after huge national food scares such as BSE and salmonella.

The survey of more than 2,000 UK adults focused on people's concerns about the food they buy and how their confidence in UK produced food has been restored. 71% of UK adults are confident that the food they buy from a supermarket has been produced to high standards and that they know where it comes from; compared to only half of people who feel confident about standards and traceability when eating out at a restaurant or café.

### FARM ASSURANCE WORKS

"If people are now taking food safety for granted, then it demonstrates that we've been doing something right," said Red Tractor CEO Jim Moseley. But we cannot afford to be complacent we should not forget that without consistent industry standards, another scare could be just around the corner.

### PUBLIC ENGAGEMENT

Red Tractor is also working with agricultural journalists to encourage stories about farmers who engage with the public to tell the story of food production. We created the Guild of Agricultural Journalists Public Engagement Award which was won in October by Heather Simons from BBC Radio 4 Farming Today.



**RED TRACTOR MESSAGE:**

**PHILIPPA WILTSHIRE | HEAD OF OPERATIONS**

**“WE ARE TAKING OUR RESPONSIBILITIES TO ANIMALS AND THE PUBLIC EXTREMELY SERIOUSLY.”**

## LET'S BE PROUD OF OUR PROGRESS ON ANTIBIOTICS

Red Tractor farmers don't always get the credit they deserve, so let's take a moment to reflect on the livestock industry's progress on antibiotic use.

Our standards defining the use and recording of antibiotics were strengthened across all our livestock sectors two years ago.

Figures released by the Veterinary Medicines Directorate in October showed that sales of highest priority critically important antibiotics (HP-CIAs) in 2018 dropped by 18% from 2017. And in the same period, sales of veterinary

antibiotics for use in food-producing animals decreased by 9%.

Earlier this year Westpoint Vet Tim Potter studied 2,764 beef, sheep and dairy farm records and found that following the introduction of the new Red Tractor standards, use of HP-CIAs fell by 92%. All of which demonstrates the 'unseen' benefits of an industry-leading farm assurance scheme.

We are on a journey and have not yet reached our destination, but we are taking our responsibilities to animals and the public extremely seriously.



### NEWS AND UPDATE

#### FUNDING PAVES WAY FOR NEW LIVESTOCK TRACEABILITY SERVICE

Red Tractor is delighted that Defra has approved the funding for the new multi-species livestock traceability service. This gives the green light for the design and delivery of a programme to be rolled out to the industry next year.

For more information go to the Livestock Information Programme pages of the AHDB's website.

### TOP TIP



#### TUNE INTO OUR WEBINARS

Webinars are a great information tool. They allow you to be at home watching a detailed presentation on an important topic from an expert in their field. They often incorporate an interactive session where you can ask questions directly to the host. Red Tractor has produced several webinars which are stored online for you to catch up on topics such as the dairy standards changes and risk-based inspections. Follow [@RTfarmers](#) on Twitter or check the Red Tractor website for details of the next webinar.

### UNLOCKING OUR FULL POTENTIAL

Red Tractor chairman Baroness Lucy Neville-Rolfe told Agribusiness 2020 that British-farmed produce is a hallmark for high standards. She asked for government backing for food in hospitals, schools and prisons to be from Red Tractor sources and repeated calls for imports to be blocked if they don't meet British standards. "Standing still isn't an option. We need to unlock new market opportunities for Red Tractor to increase our footprint," Baroness Neville-Rolfe said.

### KEEPING YOUR CERTIFICATION BODY UP TO DATE

We understand that keeping up to date on every Red Tractor standard and membership rule is a tall order; the scheme has to be robust to have credibility with consumers. But it is important that members keep their Certification Body informed of any issues relating to the business.

This can be cross compliance penalties or any prosecutions brought against you in connection to any business, site, holding or vehicle connected to your Red Tractor membership. You can find everything you need to know about Red Tractor's membership rules on our website.