



MARCH 2021

RED TRACTOR NEWS

NEWS, UPDATES AND PRACTICAL ADVICE FROM YOUR RED TRACTOR ASSURANCE TEAM



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



**“THERE WAS A FUNDAMENTAL
STEP-CHANGE IN OUR
APPROACH, OPENING THE
PROCESS UP TO AS MANY
PEOPLE AS POSSIBLE”**

THANK YOU FOR HELPING TO WRITE RED TRACTOR'S NEXT CHAPTER

We might have reached the end of the consultation on the development of Red Tractor standards but there is still a lot more to be done before anything is implemented.

Over the course of the past two months, a lot has been said about Red Tractor. But crucially, as we learn what impact a post-Brexit world will have on the industry and the big issues coming down the line, there has been some important dialogue on the credentials of the standards, which our industry proudly hangs its hat on.

One question which has continued to be repeated is whether this was a consultation in its truest sense. The answer is unreservedly yes. There was a fundamental step-change in our

approach, opening the process up to as many people as possible.

For the first time since the creation of Red Tractor, we urged farmer members to personally engage in the review and not leave it simply to the farming organisations to respond on their behalf, which has historically been the case. We were, and continue to be, determined to make this process a two-way transparent conversation.

We wanted our members to hear about the proposals from us first and we provided the detail, background and reasoning for each of the changes.

And it worked. Hundreds of farmers have individually responded to the proposals, as have our stakeholders

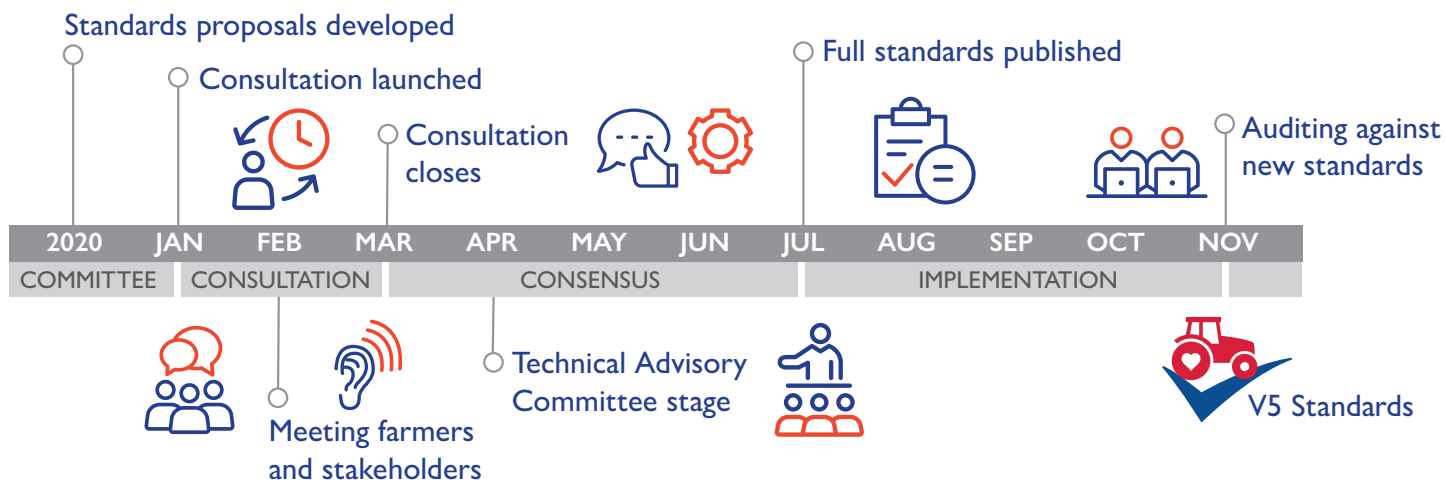
and food businesses across the Red Tractor supply chain.

I would like to thank colleagues across the small Red Tractor team, who have worked extremely hard to bring this all together, responded to queries, and made themselves available for meetings and discussion panels.

We will now be entering a period of review and consensus. All submissions will be considered by the Red Tractor Technical Advisory Committees – which are made up of farmers, representatives and experts from across the food chain – before we draw up our final propositions in the summer, ahead of implementation in November.

We will keep you informed as we move through this phase. But for now, I would like to thank you for helping us to write the next chapter of Red Tractor's story.

JOURNEY TO VERSION 5 OF OUR STANDARDS



THE CONSULTATION IN NUMBERS

55 Meetings and webinars

1,900 Farmers engaged

750 Consultation responses

137 Written questions

52 Weeks in development



GOOD NEWS FOR ASSURED ARABLE FARMERS

The Government has announced the rollout of E10 biofuels this autumn. This is a welcome boost for our combinable crop members as it increases demand for their grain. It is particularly good news for Red Tractor growers, as we are an approved

scheme under the Renewable Energy Directive (RED), which means that RED compliant Red Tractor growers have access to this increased demand, as part of their assurance. For the full announcement, search 'fuelling a greener future' at www.gov.uk

WHAT MATTERS TO YOU?

A huge number of members have responded to our What Matters To You survey. More than 700 of you got in touch to give us feedback on how we are doing at Red Tractor. Thank you for taking the time to respond. We will be reading every response and will report back on how it will help shape the next chapter of Red Tractor.



TELL US



Very occasionally, standards can slip on farms between audits. It's important that we are made aware so we can ensure things are put right. You should raise concerns directly with the Red Tractor Team or notifying your certification body. Or, use our anonymous, confidential **TELL US** reporting service online.

**RED TRACTOR
COMMENT:**

CHRISTINE TACON CBE | CHAIR

**"NO-ONE HAS CALLED
INTO QUESTION THE
VERY HIGH STANDARDS
OF BRITISH FARMING"****OUR CONSULTATION HAS PROVIDED REAL
INSIGHT INTO HOW RED TRACTOR WORKS**

I have only been in the chair for a couple of months and it has been a steep learning curve, particularly given that a major consultation was launched within days of me starting. But it has allowed me to get a real insight into the workings of Red Tractor, and I really want to reassure you that it is a lean operation, with a professional, knowledgeable team, who are outstanding at what they do.

It is disappointing that the consultation, which represents the output of months of work by the Technical Advisory Committees (TACs) and Sector Boards, has culminated in a more fundamental questioning of what Red Tractor is here to do – which is of course to reassure consumers that food that is produced is safe and responsibly produced.

The teams working on the standards are reflecting, and sometimes anticipating, what markets demand and on occasion didn't reach a consensus beyond agreeing to put the standards to consultation. But there is an important tension in this work,

to bring about the right compromise between what the end users desire and what farmers say is practicable and sensible. It is best practice to consult on this output and we encouraged wide participation with a concerted communications plan at launch: the consultation has just closed receiving over 750 responses.

What is striking, is that amongst all the challenge in recent weeks, no-one has called into question the very high standards of British farming. Back in 2000 they would have. I believe that Red Tractor has been instrumental in achieving this recognition by the British public and farmers in ensuring standards have improved on farm.

But that does not mean we just continue with business as usual. The feedback we received during the consultation made it clear there are areas that need re-thinking. I am not going to pre-empt what that might be but I will ensure that the TACs and Sector Boards respond to concerns.

But having spent eight years working with suppliers to retailers, I have to say that farmers are in an enviable position of having one set of standards agreed and audited by one body, rather than separate ones driven by all your key customers wanting to have their own assurance. Indeed, some farmers have responded to the consultation criticising the number of additional audits or bolt-ons that are already required. Sometimes this is just market differentiation but often they are essential for the corporate social responsibility that a brand or retailer has decided to live up to.

As Grocery Code Adjudicator (GCA), suppliers often complained to me about the number of audits and the cost they were faced with, which often started at £1,500 per retailer they supplied. If Red Tractor falls behind, then this could become the new norm in farming, and we will return to the days where each end user has their own unique demands for farmers.

It has been said that one of the keys to my success as GCA, is that I looked for solutions, and I worked with all parties to reach a fair and efficient resolution. As scheme members, you should expect the same of me at Red Tractor.

WE NEED YOUR EMAIL ADDRESS

The fastest and most efficient way for Red Tractor to keep you up to date with the latest news is on email. It means you will never miss important information relating to your membership and farm assurance status. Please take a moment to update your email address at redtractor.org.uk/stay-in-touch or email rtfcomms@redtractor.org.uk.





RED TRACTOR NEWS...

WATCH OUT FOR THE NEW RED TRACTOR TV ADVERT



A brand new advert promoting Red Tractor food will be hitting the nation's TV and computer screens from 22 March as a fresh 2021 marketing campaign kicks off during the UK's biggest TV shows such as Coronation Street and Saturday Night Takeaway.

The objective? To continue to increase the understanding of Red Tractor assurance, which will result in increased consumer value and loyalty towards the scheme.

The new advert – which we've given you a sneak peek of here – is the second in our series that follows a mainstream mum shopping for her family and discovering the values that underpin the Red Tractor logo.

She goes on a journey from supermarket to farms and back again to learn how

our high standards are met across a diverse range of sectors including sheep, dairy and fresh produce.

The campaign will cover as many of Red Tractor's sectors as possible, demonstrating how the scheme covers a vast array of products found in shops.

As with the first advert Red Tractor aired, a huge amount of care and attention has been taken to ensure continued recognition while evolving the story. Based on the same model building and animation style as the likes of 'Fantastic Mr Fox', every single scene and model has been handmade, right down to the bread loaves and individual fruit and veg on the supermarket shelves.

The first opportunity consumers get to see the advert will be on 22 March, and it will feature across all major television stations and on-demand channels. As you would expect, it will be supported by social and digital channels.

The first 'burst' of advertising will run over the Easter period right through the first May Bank Holiday and will run alongside some of the most watched shows in the UK.

OUR BIGGEST CAMPAIGN YET

We have seen some great results from our advertising campaigns in the past. But we want to keep growing recognition and understanding of the scheme and the logo.

- ✓ Red Tractor is the most trusted assurance scheme in the UK, with **76%** of shoppers aware of the logo seeing it as an independent source they can trust. That's equivalent to **15.5 million** shoppers.
- ✓ Last year, **37 million** people in the UK saw our advert. This year, that figure will be about **45 million**.
- ✓ Last year, those shoppers saw our advert an average of **six times**, but this year, they will see it an average of **nine times**.
- ✓ **71%** of shoppers say that their purchasing behaviour is positively influenced by seeing the Red Tractor logo
- ✓ **43%** would trade up from a less expensive product to a Red Tractor product if they saw it.

