



JANUARY 2021

# RED TRACTOR NEWS

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



## REVIEWING FARM STANDARDS

**An industry-wide review on proposed updates to Red Tractor standards**

A review of Red Tractor standards will open on 5 January. All members are encouraged to engage in the process. Responses are being invited through farming organisations and industry stakeholders.

Red Tractor routinely reviews its standards every three to four years across all sectors to ensure members farm in a way that meets the expectations of consumers and market requirements as simply as possible.

Over the past 12 months, Red Tractor has been working closely with all the farming organisations which represent you, together with farmers, vets, processors and retailers; representatives from every stage of the food chain – from farm to pack – to develop these proposals.

Now that the Brexit transition period has ended, British farming's reputation as a producer of high quality, safe, traceable and affordable food will become more important than ever. Red Tractor standards underpin that reputation, with 20 years of evolution behind them.

"We are a proven world leader in food chain assurance, but we cannot rest on our laurels," said CEO Jim Moseley.



"As consumer and industry needs and expectations change and grow, our standards must evolve to meet them."

"We know that Red Tractor is a symbol of British food quality but to maintain this, our standards must be kept up to date, we cannot afford to fall behind, as new issues emerge and shoppers become ever more conscious of what they buy."

### WHAT HAS BEEN PROPOSED?

Red Tractor has worked with a wide range of expert stakeholders to identify areas for improvement, both across the whole scheme – which affect every member – and also by sector.

Some of the key proposed changes are included in this newsletter with the full details and the opportunity to respond online at [redtractor.citizenspace.com](https://redtractor.citizenspace.com)

### UNDERSTANDING WHAT MATTERS TO YOU

Understanding what matters to you and gaining your feedback



on how we are doing is really important to us, which is why we have launched a new scheme member pulse survey – What Matters to You. The survey will only take a few minutes to complete and will give you the opportunity to say what you really think about the scheme and how it delivers for you and your business.

[redtractor.citizenspace.com](https://redtractor.citizenspace.com)



# STANDARDS CONSULTATION: WHAT'S BEING PROPOSED?

It is absolutely vital that Red Tractor's standards move with the times.

Because we represent 75% of UK agricultural production, the way that our members farm has an enormous impact on the reputation of British food and farming, here at home and across the world.

Following consultation, the next round of changes will be implemented in November 2021. Unless an alternative implementation date is stated, this is when farmers will start to be audited against the new standards.

These upgrades must always be necessary and deliverable on farms.

Some changes would simply track amendments to legislation, while others are made in line with new scientific advice.

Our standards must be kept up to date. If we listen to our customers, identify areas for improvement and set robust standards that are meaningful to government and consumers, we can ensure that our members can meet market requirements.

## PROPOSED CHANGES ACROSS ALL SECTORS

The standards have been scrutinised across every sector but some of the proposed changes will apply to all members, regardless of what they farm.

### PROTECTING THE ENVIRONMENT

Environmental protection is a cornerstone of farm assurance and the standards review looks to continue to strengthen this area. One proposal is the inclusion

of the Farming Rules for Water, which are already legislation and aim to reduce soil erosion and nutrient run-off. The requirements have been adapted from the legal requirements to ensure they are meaningful and can be easily assessed.

### WORKER WELFARE

When we say Farmed With Care, this includes care for the people on members' farms. UK agriculture's health and safety record is poor and farming is identified as an at-risk sector for labour exploitation. Building worker welfare into the standards ensure members are taking sensible steps to protect the safety and wellbeing of workers on farm.

### CLARITY AND CONSISTENCY

Our Certification Bodies audit millions of standards across tens of thousands of farms each year, so consistency is vitally important. Suggested changes to the formatting of the standards will improve clarity for farmers who need to understand what is required of them, and assist auditors when they assess those farmers against the standards.

Take a look at some of the notable proposed changes by sector below. A full list of standards changes being proposed, and the reasons why, can be found [here](#)

## PROPOSED CHANGES TO DAIRY STANDARDS



### ANIMAL HUSBANDRY

Under the proposals from November 2021, tethering as a management practice would no longer be permitted. Husbandry procedures have also been separated into a standalone section for ease of navigation and to highlight the importance of this area.

### ANIMAL MEDICINES

The change in standards would encompass



Red Tractor really values your opinion on these proposals and what matters to you about the scheme. To provide your feedback go to [redtractor.citizenspace.com](https://redtractor.citizenspace.com)

wider coverage of the medicines used by dairy farmers in the annual review, rather than just antibiotics as it is currently. The consultation is asking for views on requiring the antibiotic collated data to be uploaded to an industry medicine hub in the future to help demonstrate that RUMA Targets Taskforce objectives are met.

### ANIMAL WELFARE

Welfare outcomes have been linked to standards. This includes housing structure and cleanliness. Red Tractor requirements around handling could be strengthened to make clear what is and isn't acceptable under the proposals.

## PROPOSED CHANGES TO BEEF & LAMB STANDARDS



### ANIMAL HUSBANDRY

Under the proposals from November 2021, tethering as a management practice would no longer be permitted. Husbandry procedures have also been separated into a standalone section for ease of navigation and to highlight the importance of this area.

### ANIMAL MEDICINES

Health planning could be strengthened to give members an insight into any issues at farm in a timely manner. Farmers would be asked to annually collate their total antibiotic use on the farm so that meaningful reviews can take place with their vet to reduce antibiotic use where appropriate. The consultation is asking for views on requiring the antibiotic collated data to be uploaded to an industry medicine hub in the future to help demonstrate that RUMA Targets Taskforce objectives are met. A proposed new standard is for at least one person who





is responsible for administering medicines to have undertaken training and hold a certificate of attendance or competence.

### ANIMAL HEALTH AND WELFARE

A requirement to be part of a disease eradication programme for bovine viral diarrhoea (BVD) would be upgraded from a recommendation to a full standard in 2023. Red Tractor requirements around handling could be strengthened to make clear what is and isn't acceptable under the proposals.

### PROPOSED CHANGES TO PIG STANDARDS



#### STATUTORY REQUIREMENTS

Red Tractor's new pig standards would mirror Defra's revised Code of Recommendations for the Welfare of Pigs which covers requirements around tail docking, enrichment, accommodation and record keeping.

#### ANIMAL MEDICINES

Red Tractor pig producers have made huge strides in recording antibiotic use in their herds, and the 2021 changes being proposed include developing the future Pig Health and Welfare Pathway and the next set of RUMA's Targets Taskforce targets for antimicrobial stewardship. The standards would support the pig sector as a whole to meet some of the objectives set out by these initiatives. There is a new draft standard requiring training in medicines and antimicrobial resistance, aligned to requirements in other Red Tractor farm schemes. A new standard requiring persistent high users of antibiotics to implement an antibiotic reduction plan has also been proposed.

#### ANIMAL WELFARE

The way producers move and handle pigs is crucial for both welfare and the industry's reputation. A new standard being consulted on would require all persons involved with pigs to undergo an online training course in handling provided by the AHDB. Additionally, Red Tractor's requirements around handling could also

be strengthened to make it clear what is and isn't acceptable, under the proposals.

#### BIOSECURITY

New standards have been drafted aimed at minimising the risk of disease spread between and within farms. Deadstock collection would have to be done at the perimeter of the farm and members would be required to sign up to the industry's Significant Diseases Charter, which aims to ensure rapid communication of disease outbreaks.

### PROPOSED CHANGES TO POULTRY STANDARDS



#### ANIMAL WELFARE

Across all poultry species, each crop would require the light intensity to be measured and recorded at bird-eye level to confirm that farms are meeting the standards. Lighting for ducks would be phased on and off over a 30-minute dawn-dusk period and there is a new recommendation for windows in all buildings which house ducks. It is proposed that only slower growing breeds can be used for free range chicken production to ensure that breeds are suitable for the method of production.

#### BIOSECURITY

Standards are being revised and simplified to help with consistency and ease of auditing. Requirements have been grouped – for example site access for people, site access for vehicles, hand cleanliness and footwear.

#### COMPLIANCE AND CONSISTENCY

Members will notice that all chicken enterprises are now grouped together, including the new enhanced welfare module. This would ensure that core requirements are standardised across all enterprises and species.

### PROPOSED CHANGES TO FRESH PRODUCE STANDARDS



#### STRUCTURE

Members will see a new framework to the standards. There will be 10 core sections

which apply to all farms, five operational area-based modules (assessed only where relevant) and two crop-specific modules. There has also been a reworking of the produce handling and packhouse packing section to allow this to cover rig-based packing operations and streamline assessment where a valid BRC certificate is held.

#### RISK MANAGEMENT

Existing standards have been reviewed to take into account site risk assessments and post-harvest water management. Additions have been made to reflect new growing techniques and non-traditional cropping systems such as vertical farms and hydroponics.

#### LEGAL COMPLIANCE

There would be new standards for the management of nitrate concentration in crops where legal parameters apply and two new standards to cover post-harvest treatments in the post-CIPC era.

#### FOOD SAFETY

Several new standards are proposed to further strengthen food safety. They include daily start-up checks for harvest teams and two new standards concerning recirculation and re-use of post-harvest water.

### PROPOSED CHANGES TO COMBINABLE CROPS & SUGAR BEET STANDARDS



#### RISK ASSESSMENT

This would appear as a new section on the standards but brings together a number of existing requirements into one area for clarity.

#### IRRIGATION

A number of revisions have been proposed, all with the aim of providing clarity on what is required where a member is irrigating crops.

#### ENVIRONMENT

Some changes to the storage of plant protection products have been outlined based on best practice.



## RED TRACTOR NEWS...

# CONSUMER AWARENESS REACHES ALL-TIME HIGH

More shoppers are looking for the Red Tractor on food than ever before, new data shows.

Over 20 million primary shoppers now recognise the logo, representing an increase of 2.7 million in the past 18 months.

### RED TRACTOR IS THE UK'S MOST TRUSTED UK FOOD ASSURANCE SCHEME.

This means that recognition is at an all-time high with about 75% of the target audience that Red Tractor aims to reach aware of the assurance scheme.

An independent YouGov poll also outlined how the logo influences the decisions made by shoppers in store and what it represents.

**NEARLY 45% OF  
PRIMARY SHOPPERS  
WOULD TRADE UP  
FROM A CHEAPER PRODUCT TO  
ONE WITH A RED TRACTOR LOGO.**

**7 OUT OF  
10  
PRIMARY SHOPPERS ARE  
POSITIVELY INFLUENCED BY  
THE LOGO ON-PACK...**

**... AN INCREASE OF  
2 MILLION PEOPLE  
OVER THE PAST  
18 MONTHS.**



## REAP THE REWARDS WITH RED TRACTOR



CREATED IN THE AFTERMATH OF THE BSE AND SALMONELLA DISASTERS TWO DECADES AGO, RED TRACTOR'S CORE PURPOSE WAS TO REASSURE CONSUMERS AT A TIME WHEN TRUST IN OUR INDUSTRY WAS AT AN ALL-TIME LOW. WE HAVE SINCE HELPED TO ESTABLISH BRITISH FOOD AND FARMING AS THE BENCHMARK FOR QUALITY ACROSS THE WORLD.

### THE TRUTH IS:

- **UK CONSUMERS TRUST AND WANT RED TRACTOR.**

7 out of 10 people are positively influenced by the Red Tractor logo - it has become the most trusted food marque in the UK\*.

- **RED TRACTOR PROVIDES THE WIDEST POSSIBLE ACCESS TO MARKETS.**

Every year, around £15bn worth of Red Tractor branded food and drink is sold in the UK. Red Tractor forms the basis of customer buying requirements.

- **GOVERNMENT BODIES VALUE RED TRACTOR.**

Many of our members don't face separate government inspections. Instead it is all covered in one go, saving you time and avoiding duplication.

Crucially, Red Tractor remains a low cost and high value assurance scheme for our members. Every penny of our income is reinvested into protecting food and farming standards, developing sales and growing your business.

These are tangible and big economic benefits and the more you put in as a Red Tractor member, the more you will get out.

**IN OTHER WORDS,  
YOU REAP THE REWARDS  
AS A RED TRACTOR MEMBER.**

FIND OUT MORE AT:

**REDTRACTOR.ORG.UK/REWARDS**

\*Source YouGov 2020 2000+ GB adults