



Dear valued member,

Thank you for being part of the Red Tractor Duck assurance scheme.

These comprehensive standards underpin our industry's strength and credibility, securing its future as a world-leader in bird health and welfare, traceability and food safety.

They have been written, reviewed and approved by our Technical Advisory Committee, which is made up of farmer representatives, leading industry experts and supply chain stakeholders, and our Sector Board.

It is worth remembering that some standards have been introduced or revised to help our members adapt to changes in legislation or meet evolving supply chain demands.

We are pleased to have consensus when it comes to advancing our sector in many important areas, including updates on biosecurity controls and having a named welfare officer for the farm, recommendations on windows in grower houses and new hatchery standards to bring this sector in line with other poultry species.

These are necessary standards for our members as they will drive our sector forward, carefully balancing the evolving needs of consumers, farmers, processors and retailers.

In an ever-changing world, Red Tractor assurance is your definitive point of reference for peace of mind that your farm business meets key requirements to supply the food chain, without the need for additional checks and cost.

For example, your scheme aligns with the Campaign for Responsible Rodenticide Use (CRRU) Code of Practice, meaning you can purchase and use effective rodenticides without the extra cost of training and licensing.

With ever-increasing interest and scrutiny of how food is produced, compliance with these standards not only serves to protect the reputation of your own farm, but the entire sector in which you play a vital part.

Here's to a secure and sustainable future for British farming.

Best wishes,

Iain Gardner

Chairman, Red Tractor Poultry sector board