



MEMBER MATTERS

News, updates and advice from your Red Tractor Assurance team

To ensure you receive all guidance updates, please add rtfcomms@redtractor.org.uk and membermatters@redtractor.org.uk to your address book and regularly check all your inbox folders.

RED TRACTOR LAUNCHES NEW ADVERTISING CAMPAIGN

While relaxing over the Easter break or May Bank Holiday, watching some of the nation's favourite shows like Coronation Street and Britain's Got Talent, you may have been one of the millions of people who saw Red Tractor's latest advert.

The advert does an important job to explain the principal purpose of Red Tractor, to reassure shoppers and diners that food and drink carrying the

certification mark is farmed with care.

Fulfilling this purpose has had a positive halo effect on all British food and farming, building loyalty, so that it continues to be the preferred choice for consumers over imports.

It is expected that during the campaign, 8 out of 10 main shoppers will see the ad. **Click here** to read more.

WATCH THE ADVERT HERE



RED TRACTOR'S MEAT AND POULTRY PROCESSING SCHEME CONSULTATION IS OPEN

Red Tractor standards are the bedrock of progressive food and farming in Britain, based on the needs and expectations of consumers, end customers and the food supply chain.

The standards for all our schemes are continually reviewed to account for the evolving demands for assuring food safety, traceability, animal welfare and environmental protection through



every part of the food chain. The Red Tractor Meat and Poultry Processors Scheme consists of five modules: Food Safety, Traceability

& Integrity, Animal Welfare, Poultry Welfare and Pork Quality.

Red Tractor wants to engage as many organisations as possible during the consultation. Key proposals include streamlining and rationalising standards, compliance with legislation and industry relevance.

● Read more about this consultation [here](#).

Red Tractor will be recruiting a new Crops Sector Chair

It is with regret that we can confirm that Guy Smith has stepped down from his role as Crops & Sugar Beet Sector Chair and the AFS Board, with immediate effect.

Guy has contributed enormously to Red Tractor during one of the most difficult periods facing British agriculture. He oversaw the finalisation and implementation of the Version 5 standards, the renewal of Red Tractor's recognition by the Renewable Energy Directive and has helped agriculture avoid Defra's ban on solid urea. His passion and counsel will be missed.

We wish him all the very best for the future.

Details of the recruitment process will be available later this month.



A WEBSITE FOR MEMBERS

Over the last year we have continued to improve our website, to make it easier to navigate and use. Many of our members are already using it to get tips and support to ensure they meet every standard every day. The most visited pages to date are our standards pages and resources such as our templates and checklists. The most popular being our Environment Risk Assessment and the Manure Management Plan templates.

If you are not already using the website, why not take a look [here](#).

ARE YOU ON FACEBOOK?



The Red Tractor farmers Facebook group helps members succeed, answering their questions and bringing them the latest news and updates from the team. Remember to include your farm address when joining. [Join the group](#)

ORDER FREE MERCHANDISE

Got an event or farm visit coming and want to promote your assured status? You can request free Red Tractor promotional material, including branded leaflets, pens, stickers, and bunting on our website. [View merchandise](#)



NEW TECHNICAL BRIEFING FOR PIG MEMBERS

We have issued a new Technical Briefing for pig scheme members, with updates and guidance from the Red Tractor team. The latest briefing provides clarity on the new standard covering the responsible use of medicine training requirement and advice on what measures to take to minimise tail biting.

Check your inbox for emails from rtfcomms@redtractor.org.uk or [click here](#) to read the briefing in full.



Keep your eye out for more updates to support members in the coming weeks.

NEW POST-ASSESSMENT SURVEY

If you have had an assessment this year you may recall having received an invitation by email to let us know how it went. To date over 600 members have completed the survey. Amongst other things we want to know how well prepared for the assessment you were, what if any Red Tractor resources you use and importantly how useful are they.

If your assessment is coming up soon, keep your eye out for the invitation to respond to our survey. We are committed to listening to what you say and using your feedback to shape our communications and support tools in the future.

To ensure you get the opportunity to have your say make sure your Certification Body has your up to date email address.

KEY STATS:

40% of people are using the Red Tractor portal and find it helpful

95% of respondents use our templates

Two thirds of assessments take less than 3 hours

Respondents consistently rate assessors **highly**

UREA The government has now published its findings following a consultation on reducing ammonia emissions from solid urea. [Click here](#) to read the NFU's response.

TOP TIPS

Our assurance website has lots of useful information and advice to help you get ready for your next farm assessment and avoid non-conformances. [Find out more](#)

DON'T FORGET

The Red Tractor portal is your free, secure online filing cabinet, allowing you to upload documents and save time ahead of your next assessment. [Find out more](#)

FAQs

If you've got a query about revisions to Red Tractor's standards, which took effect in November, check out our handy FAQs page for answers or get in touch. [View FAQs](#)



MEMBERHELP@REDTRACTOR.ORG.UK | TELEPHONE: 0203 617 3670

[TWITTER.COM/RTFARMERS](https://twitter.com/RTFARMERS) | [FACEBOOK.COM/REDTRACTORFOOD](https://facebook.com/redtractorfood) | [INSTAGRAM.COM/REDTRACTORFOOD](https://instagram.com/redtractorfood)

Red Tractor Assurance 5th Floor, 100 Fenchurch Street, London EC3M 5JD