



# Red Tractor Assurance

## JOB DESCRIPTION

### Chair, Combinable Crops and Sugar Beet Sector

#### Organisational Background

Assured Food Standards (AFS) is the organisation that manages and promotes the world-leading Red Tractor food chain assurance scheme. Its owners represent the entire food chain, from the Farming Unions of the UK, AHDB and Dairy UK through to the British Retail Consortium. However, AFS operates independently, setting internationally recognised standards, managing an independent inspection regime and marketing the Red Tractor logo, which with a value approaching £14bn, is used extensively in retail, foodservice and by many brands.

The Red Tractor Farm Assurance Scheme covers six sectors: beef & lamb, dairy, pigs, poultry, combinable crops & sugar beet and fresh produce. They are a fundamental part of the entire UK food chain, from farmer to shoppers via retail and the food service industry. At the heart of the scheme are standards developed using scientific evidence, legislative requirements and best practice. These, together with a robust inspection regime, deliver Red Tractor's core purpose – reassuring shoppers that food & drink is safe, traceable and farmed with care. The scheme is used by every major supermarket group and foodservice operator in the UK, as part of their buying specification and due diligence.

Red Tractor's vision is: "To be the Flagship of British Food & Farming" – a scheme that Shoppers demand, Retailers & caterers insist on, Farmers aspire to, and Government are proud of.

#### Market Context

This appointment is made at a critical time for British agriculture, with challenges facing the entire Industry and the Crops & Sugar Beet sector specifically. Red Tractor plays a pivotal role in these challenges and the successful candidate will need to consider how to balance the changing needs of the marketplace, whilst maintaining the competitiveness and viability of British growers.

Specifically, the challenges facing the crops and sugar beet sector are: the growing importance of its environmental impact; the impact of new Free Trade Deals and imported standards; the volatility of the marketplace which impacts both farm inputs and choices on production; and the increased focus on human rights, health & safety.

In addressing the challenges, the Crops & Sugar Beet Chair needs to build engagement with UK growers such that they better understand the issues and appreciate the benefits of an assured route to market.



## The Role

The Sector Chair is appointed as a Director of AFS and, therefore, a member of the Main Board. As a consequence the role interacts with four stakeholder bodies – the Sector Committee, the Main AFS Board, the Standards Committee and potentially another sub-committee of the Main Board. The key responsibilities for each are described below:

### Combinable Crops and Sugar Beet Sector Committee

- Chair the Sector Committee (3 to 4 meetings p.a.) to develop the technical strategy for the sector and to take it forward with the engagement of all stakeholders, such that it contributes to the Red Tractor Vision & Purpose
- Ensure good governance is applied and that discussion is fair, open and balanced
- Ensure the Sector Committee includes active representation from all relevant stakeholders in the sector and is balanced across the food chain
- Recommend where additional ad-hoc expertise may be required in the development of strategy
- Develop and maintain effective communication with sector related stakeholders at all stages in the supply chain and its regulation (including Producer Associations and Organisations, Processors, Retailers, Food Service Sector, Food Standards Agency, other Assurance Schemes, Certification Bodies)
- Represent the sector and AFS publicly to promote the philosophy of Red Tractor Assurance in a manner that is united across sector

### Main AFS Board

- Represent the Sector on the Main Board (6 meetings p.a.)
- Contribute to the development of the Red Tractor vision, purpose, strategies and business plans
- Act as an ambassador for Red Tractor



## Standards Committee

- Attend and participate in the AFS Standards Committee (6 meetings p.a.), to ensure a harmonised approach to standards and common technical issues, considering the requirements and pressures on all sectors, sharing best practice and understanding the priorities facing Red Tractor.

## Main Board sub-committees

- Participate in AFS Board sub-committees if and when required. The sub-committees are currently Marketing, Audit & Finance, Nominations, Remuneration. AFS Board members are expected to be a member of at least one of these committees which are usually scheduled to be on the same days as other AFS meetings.

## Skills And Experience Required

- Sufficient personal stature to command the confidence and respect of a wide range of interests and organisations
- Board, Senior Management, or Industry Leadership experience
- The ability to set a clear vision and strategy for the Sector
- Political astuteness and the ability to both embrace and drive change
- Effective and experienced at chairing meetings that include diverse interests, delivering clear decisions ideally through consensus, summaries and actions
- Experience of the Food Chain, through relevant experience in the Production, Commercial and/or Public Sector, with a strong understanding of the arable industry
- Excellent communicator with the confidence to deal with the media and other stakeholders



## **Remuneration**

The role will be for a three-year term, renewable for a second three term dependant on approval by the Main Board and Sector Committee. It is anticipated the commitment will be 25 days per year and remuneration will be £10,000 per annum plus expenses.

## **To Apply**

Please send a CV and covering letter to [applications@redtractor.org.uk](mailto:applications@redtractor.org.uk) (deadline Friday 3<sup>rd</sup> June 2022)