



# 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](mailto:rtfcomms@redtractor.org.uk) and [membermatters@redtractor.org.uk](mailto:membermatters@redtractor.org.uk) to your address book and regularly check all your inbox folders.



## WELCOME TO RED TRACTOR'S JUNE MEMBER UPDATE

Dear Members,

Summer has finally arrived, so I am sure many of you have been busy silaging and haymaking. I'm sure you will join me in keeping your fingers and toes crossed that come harvest, the rain stays away.

For a number of sheep farmers, this month will be dominated by shearing. Did you know that an increasing number of top manufacturers are using wool from certified farms for their products? From luxury bed brand Hypnos, who have been operating for over 100 years, to high end retailer White Company. It is fantastic to see how they value what assured produce bring to their brands and how it is a way for them to

demonstrate that the wool they use in their mattresses is responsibly sourced.

To hear more why brands are choosing Red Tractor, watch this short film [here](#).

It's been great meeting with and listening to members at various events across the country.

We are now looking forward to the National Sheep Association Sheep Event at Malvern on 27th July, where we will be available to answer any questions you might have about your assurance membership. I hope to see some of you there!

**Jemma Holden**

Dairy, Beef & Lamb Technical Manager



### UPCOMING VACANCY – DAIRY SECTOR CHAIR

The term of the current Dairy sector board chair is coming to an end on 1 December, so we are beginning the recruitment process to fill the position.

The ideal candidate is a strong leader, able to establish clear

strategies for the sector, bring together diverse interests and can engage with UK dairy farmers.

The deadline for applications is 15 July 2022. [Click here](#) to find out more about the role and how to apply.



## LOOK OUT FOR OUR TV ADVERT

Red Tractor's 'Farmed with Care' TV advert has been on TV already this year and will be back on air throughout the summer from July.

The TV advert was created to increase shoppers' understanding about what Red Tractor stands for, so that they can continue to actively look for the Red Tractor logo when making their purchasing decisions.

TV is a really effective way to reach our audience of main shoppers, and this approach is working, with a record number of main shoppers (78%) now

aware of Red Tractor and what we stand for.

Away from TV, our digital 'How do they' online campaign has also been a great success. Working with Red Tractor Licensees, we have been taking our shoppers and diners on a journey behind the scenes to showcase what goes into making some of their favourite products from farms to pack or plate. So far we have featured fresh produce with Berry Gardens, wheat with Weetabix, wool with Hypnos,



To watch the videos or for links so you can share with family and friends, [click here](#)

sugar with Silverspoon, dairy with Cathedral City and Rapeseed with Hillfarm Oils.



## NEW PACKAGING

Keep your eyes peeled when out shopping next month. Silverspoon are launching their new packaging design with the Red Tractor logo on the front of the pack.

## OPPORTUNITY TO WIN A £50 VOUCHER

A reminder that there is still time to be in with a chance to win a £50 Amazon voucher. The survey takes under ten minutes to complete. It is anonymous, apart from an independent third party identifying the winners. [Click here](#) to get started.

## 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



Still have material using our old logo? 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. For our members, we have new Red Tractor lapel badges.

[Click here](#) - have your membership number ready to order some merchandise today.



## FANTASTIC TURNOUT AT CEREALS

We were at the Cereals Event in Duxford, Cambridgeshire earlier this month. Not only did the sun shine, but we welcomed a record number of visitors from all over the country to the Red

Tractor stand. For the first time, Red Tractor was included on the NRoSO knowledge trail with visitors taking a quiz to learn how our standards cover the use of PPPs to obtain a NRoSO point.



Our crops Technical Manager Duncan Parkinson delivered a seminar in the New Era Theatre focusing on using the grain PDF passport and other Red Tractor digital tools which can save time in preparing for the Red Tractor assessment.



### NEW DAIRY TECHNICAL BRIEFING

Earlier this month we issued the latest Technical Briefing to our dairy members. If you missed it please [click here](#) to get the latest news, updates and advice from your Red Tractor Dairy Assurance team.

### RED TRACTOR ON THE ROAD...

#### DATES FOR YOUR DIARY

See us at:

27 July **NSA Sheep Event**, Malvern

14 Sept **UK Dairy Day**, Telford

### 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. If you have any concerns that Red Tractor standards aren't being met, there are a number of options - you can raise concerns with either your **certification body** directly, with the Red Tractor team, or, use our anonymous, confidential **TELL US** online reporting service.

### INDUSTRY NEWS

Earlier this month the government announced that new Slurry Infrastructure grants will open for applications later this autumn. These new grants are aimed at helping livestock farmers in England to upgrade their slurry storage and nutrient management systems. [Click here](#) for further details



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