



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.



WELCOME TO RED TRACTOR'S JULY MEMBER UPDATE

Dear Members,

Last year, the Red Tractor team started reporting on the level of trust British consumers have in the food they eat. Ever since Red Tractor was founded, our mission has been to make sure food is safe, traceable, and farmed with care. So it is important that we hold ourselves to account and regularly ask the question: do UK consumers actually trust the food they eat?

The inaugural Trust in Food Index was published in October 2021. It made clear that food from the UK was incredibly well trusted, more so than anywhere else in the world. That holds true again with this year's research – but this time there are some big warning signs.



One is the change in people's diets. Half of consumers told us they are changing the food they buy as a result of the cost-of-living crisis.

Watch our short video on the reports findings [HERE](#)

This buying behaviour is creating a second problem. While British food continues to be highly trusted, our latest Trust in Food Index shows that as people are forced to 'trade down' to cheaper brands, or own label products, they lose confidence in the way the food is produced.

As an industry we must work together to reassure people that whatever their price range, they can be confident in the standards and safety of food produced in the UK- people should never have to choose between price and food safety.

Christine Tacon
Chair, Red Tractor Assurance

 **WATCH OUR SHORT VIDEO ON THE REPORTS FINDINGS HERE**



RED TRACTOR'S TRUST IN FOOD INDEX

Food is at the centre of some of the fiercest public debates - from what we eat and what makes a healthy diet, to how it is produced, and information on packaging.

Having confidence in the food that we buy and enjoy is essential to the health and wellbeing of our nation. The Red Tractor food scheme

was created to rebuild the public's confidence in British food after safety scares in the 1990's.

The Trust in Food Index provides a helpful and unique perspective on the important question for the food industry – Does the British public trust the food that it eats?

[CLICK HERE](#)



RED TRACTOR PROUD TO BE 'CELEBRATING THE BEST'

Red Tractor is proud to recognise the outstanding contributions of farmers who demonstrate a progressive approach to farming. With ever greater scrutiny of how food is produced and where it comes from, we believe that this is a crucial time to shine a light on farmers who can demonstrate a commitment to improving their environmental performance. At the 2022 Cumbrian Farmer Awards the Red Tractor Progressive Farmer Award will be presented to a farmer who has successfully put sustainability at the heart of their business.



We are offering members the chance to win a pair of tickets for the glittering awards ceremony on Friday, August 5 at the Greenhill Hotel, near Wigton.

All you need to do is answer two questions correctly, before Monday 1 August, for a chance win. The winner will be picked at random. Transport and accommodation cannot be provided.

[CLICK HERE](#) to answer a couple of questions correctly for the chance to win.

RED TRACTOR ON THE ROAD...



The Red Tractor team has been meeting with and listening to members at various events across the country already this year.

We will be at the **National Sheep Association** event at Malvern on 27 July. The team will be available to answer any questions you might have about your assurance membership. Our Beef and Lamb Sector Chair John Dracup will be welcoming members onto our stand between 11am and 1pm. Please come and join us.

NEW BEEF & LAMB NEWSLETTER



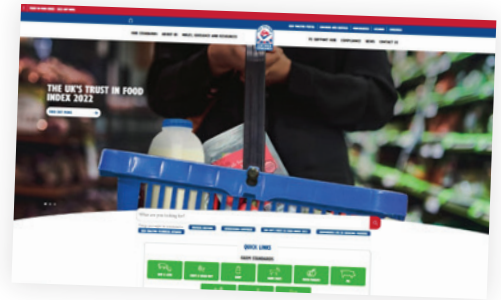
Earlier this month we issued newsletters and technical briefings for our beef, lamb and dairy members. The latest Newsletter is to our Beef and Lamb members. If you missed it [CLICK HERE](#) to get the latest news, updates and advice from your Red Tractor Beef & Lamb Assurance team.



REFRESHED WEBSITE

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. Our home page has been refreshed to offer an even better experience with quick links to the most popular pages and templates.

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



INDUSTRY NEWS

Livestock producers are being encouraged to take part in new trials of the Annual Health and Welfare Review, starting this autumn. The trials form part of the Animal Health and Welfare Pathway, which is designed to support improvements in UK

livestock health. As part of the pathway, farmers who keep cattle, sheep and pigs can receive funding for a vet or vet-led team to visit their farm and carry out a yearly review. If you're a registered livestock keeper in England and you're eligible for the Basic Payment Scheme [CLICK HERE](#) to find out how to participate.

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. For our members, we have new Red Tractor lapel badges.

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