



FOR ALL RED TRACTOR UPDATES!

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MEMBER MATTERS

News, updates and advice from your Red Tractor Assurance team

DECEMBER 2022

WELCOME TO RED TRACTOR'S DECEMBER MEMBER UPDATE

Dear Members

As 2023 fast approaches, I and the whole Red Tractor team would like to thank you for all your hard work and commitment this year. It feels a little like ground hog day to say that British Agriculture has faced some unprecedented challenges, but once again this is absolutely true!

We have all felt the effects of supply chain issues, rising inflation, world events, extreme weather, activist protests and Avian Influenza to name just a few. But despite all this, your commitment to safeguarding the industry's reputation, by upholding the standards that are valued by the whole supply chain right through to the families putting the food on their tables, has been testament to the resilience and quality of farming in the UK.

We have found it is also one of the principle reasons, along with the UK's system of regulation, why shoppers and diners up and down the country continue to trust British food. Throughout the year Red Tractor



has been flying the flag for British assured food. Combining the message that whatever the budget of the consumer, if the food carries the logo, they can be confident that it is British and has been farmed with care - which is a critical message in the current cost of living crisis.

I'm delighted to tell you that consumer awareness of Red Tractor is at an all-time high, with almost 80 per cent of households' principal shoppers aware of the logo and more than 16 million of those actively looking for it.

We have also found that after the look and feel of the product and the package design, the next popular thing that consumers look for on pack is our logo. This is another big endorsement for our members.

In the last year we have managed to increase our presence in stores, on pack and on menus, which is helping to signpost millions of consumers to supporting assured produce and farmers. We now work with 638

food businesses (licensees), who use Red Tractor as their buying specification and display the logo on their products.

We have also been on TV with our advert for extended periods throughout the year, as well as online and digital catch-up channels. In total, around 27.5 million people have seen the Red Tractor Advert this year. All of this 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.

As we promised earlier in the year, we have attended a number of food and farming events, so we could listen and speak directly with you. We very much look forward to seeing you all again next year, and to invite you to an array of Red Tractor led meetings, webinars and events. We'll be sure to keep you posted on where and when this will take place in future updates.

But for now, from all of us at the Red Tractor team, we wish you and your loved ones the very best this Christmas, and we look forward to working with you in the new year!

Best wishes,
Rebecca,
Head of Communications

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MEMBER MATTERS



Christmas Quiz! A chance for three lucky members to win a £25 Amazon voucher

We're excited for Christmas this year and have put together a little quiz – hint most of the answers are in the newsletter! Complete before 19 December to enter the prize draw for a £25 Amazon voucher as our gift to you!



LEADING VET JOINS THE RED TRACTOR TEAM

We were pleased to announce the recent appointment of James Russell as an Independent Director to the Assured Food Standards (AFS) board. He is a Fellow of the Royal college of Veterinary Surgeons, and a former president of the British Veterinary Association (BVA) and a recognised leader of the veterinary profession. [CLICK HERE](#) to learn more about james.

REMINDER

The Red Tractor (AFS) board is made up of industry and independent directors and represents the entire food chain. They contribute to the development of the Red Tractor vision, purpose, strategies and business plans. [CLICK HERE](#) to find out more about Red Tractor's board



Assurance Website

We've been working hard behind the scenes to make the website easier to use, so that members find what they're looking for. Expect to see some more improvements in the New Year and keep visiting for the latest information and guidance from the Red Tractor Team. [CLICK HERE](#) to visit the website

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RED TRACTOR ON THE ROAD...



Angela Tant, Red Tractor's commercial licensees lead, spoke to the NFU Next Generation Forum who were attending an event hosted by Neil Hudson MP in Parliament, about how Red Tractor promotes British farming to food service operators and retailers.

One member commented on Twitter that Angela's talk gave them a *fresh perspective and appreciation of what Red Tractor does to on the licensing side of the business* – it's not just audits!

DATES FOR YOUR DIARY



Red Tractor will be exhibiting at the Oxford Farming Conference which takes place next year, **4-6 January 2023**. Our Chair Christine Tacon and CEO Jim Moseley will be attending, alongside senior members of our board.

Red Tractor will also be exhibiting and attending the NFU conference in Birmingham **22-23 February 2023**.



As we move into 2023, we look forward to meeting you in person across the UK to talk to you about the value of being a member of the Red Tractor scheme, and how we can work together to ensure standards remain the bedrock of British food and farming.



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. We also have new Red Tractor lapel badges. **CLICK HERE** – have your membership number ready to order some merchandise today.

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*

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**

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