



FOR ALL RED TRACTOR UPDATES!

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MEMBER MATTERS

News, updates and advice from your Red Tractor Assurance team

JANUARY 2023

WELCOME TO RED TRACTOR'S JANUARY MEMBER UPDATE

Dear Members

I wish you a Happy (if a little belated!) New Year. Over the next 12 months the Red Tractor team will be unveiling a series of new initiatives and a fresh approach to our communications and member engagement work. We hope these changes will help you achieve more value from your membership, and we look forward to telling you more details as the year unfolds.

Regretfully, many of the challenges we faced as a nation in 2022 have carried over into 2023, with the soaring cost of food being a major point of concern. Red Tractor members are fighting to keep Britain's food affordable by finding new ways to maximise efficiencies on farm. Yet unprecedented input costs to farming are continuing to push food prices up, which is having major impact on consumer spending on food. To better understand the effects of this shock to the nation's wallet, Red Tractor and YouGov conducted



some research this month on the impact that rising costs have had on consumer food spending habits.

Parents swapping protein for carbs

We found the rising cost of living has continued to eat away at household budgets, but particularly so for young families with children. The results of the research show that parents of primary school-age children are having to make the biggest changes when shopping for food. Over a quarter these families are saying they are buying less meat, and one in five are buying less fruit and vegetables. 39 per cent of parents have replaced meat with carbohydrates, such as bread and pasta, to keep their children full on a tighter budget.

"THIS RESEARCH LAYS BARE THE CHOICES PARENTS FEEL THEY MUST MAKE THANKS TO THE IMPACT OF THE COST-OF-LIVING CRISIS ON FOOD PRICES."

This research lays bare the choices parents feel they must make thanks to the impact of the cost-of-living crisis on food prices. Families should never have to make a choice between quality, safety and value when it comes to their child's nutrition.

That's why assurance marques are so vital, so when parents see the Red Tractor logo, they know that whatever the price point it's safe, traceable, and farmed with care.

Look out for us making this point in the news over the next few weeks, and we will be promoting your products loud and clear as part of our new TV advert, which will hit consumers' screens in March.

Trust in Red Tractor produce

Finally, consumers know to expect all produce that comes with a Red Tractor is British. It's vital that we keep their confidence by ensuring the Red Tractor logo is only found on British food and drink products

Continued...

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that have been certified to rigorous standards from farms to pack. We take this very seriously and operate a system of unannounced audits on all suppliers and food businesses licensed to use the Red Tractor logo, and isotope testing on products which scientifically verifies where it was produced. This month an eagle-eyed farmer spotted a misprinted pack of German apples with the Red Tractor logo, at which point our traceability system jumped into action. We were able to swiftly figure out the misprint was down to human error at a packing plant. I'm pleased to say that we were able to get to the bottom of the problem very quickly and get the misbranded apples off the shelves.

Best wishes,
Richard
Head of Marketing
and Commercial

DEFRA ANNOUNCES MORE MONEY FOR FARMERS

Defra this month introduced a range of new measures aimed at supporting farmers in England. We recommend it will be worth taking a closer look at what's on offer so you can find out what works best for your business.

CLICK HERE

Six new standards have been introduced, including payments for actions on hedgerows, grassland, arable and horticultural land, pest management and

nutrient management. A new Sustainable Farming Incentive (SFI) 'management payment' is also available, with farmers able to apply online for the new SFI options and a "pick and mix" approach to greater flexibility. Up to £1,000 for the first 50 hectares is available to cover costs incurred when entering the scheme and is expected to benefit smaller farms with up to 50 hectares most.



Are you storing fertiliser on your farm?

Red Tractor has been working with Superintendent Adam Thomson, Head of the National Counter Terrorism Security Office (NaCTSO) on the importance of robust security for granular nitrate fertilisers stored on your farm.

In relation to security of nitrate fertilisers Superintendent Thomson said: "Whether you have five tonnes or fifty tonnes everyone knows the importance of fertiliser security. I would like to encourage everyone to play their part and follow our Fertiliser Security Five Point Plan which has been put together

in partnership with the NFU, FIAS, HSE and Red Tractor."

A Fertiliser Security Five Point Plan: The plan highlights five key areas for farmers and growers to follow when using and storing nitrogen based fertilisers. The key objective is to prevent fertiliser theft in the first instance. We know that whilst there is no such thing as absolute security, there are some simple measures that can significantly reduce the likelihood of theft. You can read NaCTSO's five point plan on their website, **CLICK HERE**.

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PROTECTING PIGS FROM AFRICAN SWINE FEVER

Pig farmers will be aware that taking precautions against African Swine Fever (ASF) is still a top priority. Mainland Italy has recently confirmed its first ever case of the strain currently circulating in Europe, Asia, and Central America. Consequently, the risk of ASF reaching the UK has increased. Red Tractor Pigs Chair, Stewart Houston has reminded all members with pigs on their farms - including those that just keep pigs as pets - of the latest guidance on how to prevent the spread of ASF. [CLICK HERE](#)



RED TRACTOR ON THE ROAD...



Oxford Farming Conference



The Oxford Farming Conference (OFC) has been at the heart of debate in the agri-food industry for decades. While, it has always been about thought leadership and pushing the boundaries of farming, it is also a place where connections are made, and valuable conversations are had. This year's conference, which took place earlier this month, brought delegates from all over the world together to explore systemic solutions to the cumulative biodiversity, climate, food and energy crises that collectively everyone in the industry is facing.

For the first time Red Tractor took the opportunity to showcase how British farmers produce food that is traceable, safe and farmed with care. We reaffirmed our position as the most recognised, trusted and influential food assurance scheme in the UK.

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.

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LET US KNOW

We are always looking for ways in which to improve what we do, and we welcome direct feedback from our members whether it is about the standards, your assessor or certification body, a business or farm you are concerned about or you have spotted the Red Tractor logo being used where it should not be.

We will always investigate every case thoroughly, as per our **complaints procedure**. Please be assured your details will always be kept confidential. There are many ways to let us know – phone (020 7630 3320), or email (memberhelp@redtractor.org.uk) or even our **TELL US** page for anonymous complaints or intelligence.

We need as much information as possible to do a thorough investigation. For food which may be carrying the Red Tractor logo incorrectly we need photos and in particular the supplier codes on the pack which allow us to identify the packer through our extensive database system and carry out immediate unannounced audits.

Rest assured we are listening and, as mentioned earlier, we have some exciting changes coming which are in direct response to member feedback. Keep it coming!

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. **CLICK HERE** to find out more



DATES FOR YOUR DIARY

As 2023 gets underway we're looking forward to catching up with you at a range of food and farming events in the months to come. We'll be sure to keep you posted on where we'll be and when in future monthly updates.

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



Red Tractor CEO, Jim Mosely will be attending the NFU Scotland conference in Glasgow, **9-10 February**.



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**

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