



FOR ALL RED TRACTOR UPDATES!

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MEMBER MATTERS

News, updates and advice from your Red Tractor Assurance team

MARCH 2023

WELCOME TO RED TRACTOR'S MARCH MEMBER UPDATE

Dear Members

I'm excited to announce that our new Red Tractor advertising campaign will be kicking off tonight. We're set to reach over ten million viewers in this opening weekend alone, with headline ad slots during Coronation Street on this evening and in Ant & Dec's Saturday Night Takeaway tomorrow evening.

When the Red Tractor's there, your food is farmed with care. From now until October, that's what we'll be telling consumers, backed up with a variety of facts about the Red Tractor scheme.



These "Tractor Facts" will educate consumers that Red Tractor is **There At Every Step** of their food's journey from farmyard to supermarket shelf; is **Affordable For All**; that inspectors check Red

Tractor farms **Rain Or Shine**; and assuring consumers that each livestock animal is cared for with their own **Personal Vet**. This is your story about all you do to achieve the Red Tractor standards, and we believe it deserves a great storyteller. That's why we asked Sara Cox to narrate this year's ad campaign – an iconic broadcaster with an instantly recognisable voice (and farming links!).

motion cast representing every step of Red Tractor assurance. We know from extensive consumer research that their animations are more memorable and cut through to consumers more than other major supermarket adverts, which is why they are helping us again this year.

For over 20 years, by working to Red Tractor standards, you and your fellow farmers across Britain have built a food marque that is the envy of many of your competitors. It is now being noticed and used by more and more major food companies who recognise the value it adds to their brand.

Time and again, YouGov research has revealed that most British primary shoppers know about Red Tractor and trust the logo. Red Tractor therefore occupies an incredibly strong position in a busy market for food companies and protecting and enhancing that reputation for you our farmer members continues to be a top priority.

Best wishes,
Jim Moseley
Red Tractor CEO



We also enlisted the now Academy Award-winning and distinctly British animation studio, Mackinnon and Saunders, to bring the story to life with a stop-

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Members preview new advertising campaign



More than 500 Red Tractor members signed up to join us on Thursday 23rd March for a webinar to hear all about the new Ad campaign. Rosie Drake, Red Tractor's Marketing Manager, presented the research that informed Red Tractor's approach and the rationale behind the campaign tactics.

Then Red Tractor's Philippa Wiltshire and John Pain, an independent consumer marketing expert and member of the

CONSUMERS DO CARE ABOUT PRICE WHEN BUYING THEIR FOOD, BUT THEY ALSO CARE ABOUT QUALITY

Red Tractor board, discussed how our marketing activities can support famers' businesses, and how the new campaign compares with marketing from other food businesses.

John described how consumers do care about price when buying their food, but they also care about quality. This is why the Red Tractor logo continues to be such an important consideration for shoppers.

The different price ranges offered by UK supermarkets strongly support this view, which is also reflected in Red Tractor's own

research. John said that for many businesses their lowest price range represents a relatively small proportion of products sold. John explained how the Red Tractor logo is really effective in reassuring shoppers who care about quality.

In case you missed it, here is a recording for you to listen again. We were pleased to cover a lot of ground, and of course there were lots of questions. We're making our way through all your comments and questions and look forward to addressing them in our webinar series over the next few months.

RED TRACTOR ACTS ON ALDI LABELLING ERRORS

Members will have noticed on social media last weekend, images of Aldi packaging selling mushrooms with the Union Jack and the Red Tractor logo on the pack, while stating the place of origin as "Poland".



Mistake or otherwise, this is not ok. Within 24 hours of the first images posted, Red Tractor had completed its initial investigation. This established it was in fact a Red Tractor assured product that was grown in Scotland. It had been incorrectly labelled due to a

human error in the supplier's packaging process. By that stage, Aldi had already given us assurances that the product in question was no longer on their shelves.

Aldi's press office released the following statement: "Due to a packaging error at our supplier, one batch of our fresh British mushrooms was incorrectly labelled as Polish, when the mushrooms were in fact British. We are sorry for any confusion this may have caused."

Red Tractor is taking action with the supplier and we fully expect Aldi to do the same to prevent this happening in future, and to protect the confidence of Red Tractor farmers in Aldi's supply chain. We take any labelling errors very seriously and seek to move as quickly as possible to investigate and take appropriate action.

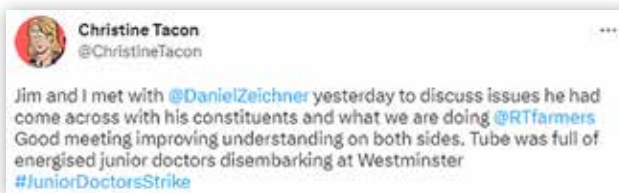
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RED TRACTOR ON THE ROAD...



Red Tractor's CEO and Chair, Jim Moseley and Christine Tacon have continued to meet with political leaders to emphasise the key role assurance labelling plays in promoting British food in the UK and abroad, including Shadow Minister for Defra, Daniel Zeichner MP. This follows a meeting with the Secretary of State, Thérèse Coffey, at NFU Conference in February.



Philippa Wiltshire, Red Tractor's Head of Operations took questions at the **NFU Northeast Region virtual meeting on Tuesday 21 March.**



Christine will be joining Farmers Weekly Question Time on 20 April for a panel discussion alongside political figures. You can **register** to join that event either in person, or listen to a recording of the event on the **Farmers Weekly podcast.**

BASIS/NROSO UPDATE

BASIS Registration has taken over the role of administering the National Register of Sprayer Operators (NRoSO) on behalf of the Voluntary Initiative (VI).

Despite all efforts to ensure a smooth transition, some issues with administering the register have been reported.

Members should not be concerned that this will have a negative effect on their assurance status - Red Tractor's certification bodies are aware of the current situation and have adopted a pragmatic approach, allowing more time for members when non-conformances are identified against standards related to NRoSO membership.

NRoSO is an important part

of Red Tractor assurance, it allows members and us to demonstrate to food processors, retailers, and consumers that plant protection products are being used professionally.

Together with the National Sprayer Testing Scheme and integrated pest management planning, it is a vital part of the work overseen by the VI.

Red Tractor is actively engaged with all parties to resolve to this admin issue, which we know adds to members stress and already heavy workloads. To contact BASIS about your NRoSO account you can call 01335 210849 or email [nrroso@basis-reg.co.uk](mailto:nroso@basis-reg.co.uk).



National Register of Sprayer Operators

COURTAULD COMMITMENT 2030

Every day, we hear about environmental goals and how the food and farming industry can rise to the occasion. Red Tractor, like our members, takes this very seriously and so has become an Engagement Partner to the Waste Resources Action Programme (WRAP) co-ordinated Courtauld Commitment 2030.



This is an ambitious voluntary

agreement that brings together organisations across the food system – from producer to consumer – to make food and drink production and consumption more sustainable.

Together with other signatories this means we have a seat at the table to help ensure that the route to achieving the targets are achievable and practical.

Find out more about Courtauld 2030.

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21 YEARS OF THE VOLUNTARY INITIATIVE

The VI (Voluntary Initiative) was created in 2001 in response to government’s proposed introduction of a pesticide tax. The industry, in setting it up, recognised that it also needed a mechanism to demonstrate to Government the VI was being delivered on the ground and so asked the Red Tractor scheme (known as ACCS at the time) to include adoption of an IPM plan and principles within our standards.

So today, the strong reputation of Red Tractor assured producers is underpinned by a joined-up approach with stakeholders, including BASIS and the VI to create a professional framework for safe, responsible pesticide use within an IPM framework.

In addition, our standards such as those controlling vermin, align with Defra’s National Action Plan for Pesticides and as part of the Sustainable Use Directive, the UK government is required to show that UK growers are using integrated pest management practices.

We are proud to be the key industry organisation that helps our members and industry deliver

this initiative; critical in avoiding restrictive regulation advancing standards for the entire industry.

Reducing the audit burden for our members is at the top of our agenda and this collaborative approach is one example of how Red Tractor membership minimises the potential for more regulatory burden.

Helping members to meet the requirements of regulatory agencies- through earned recognition arrangements like this is an important and little understood way in which we support Red Tractor farmers.

You can visit our website to read more about the benefits of being a Red Tractor member.



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), 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.

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