



FOR ALL RED TRACTOR UPDATES!

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MEMBER MATTERS

News, updates and advice from your Red Tractor Assurance team

MAY 2023

WELCOME TO RED TRACTOR'S MAY MEMBER UPDATE

Dear Members

Last week I was proud to represent Red Tractor farmers at the Prime Minister's Food to Fork Summit, where I had the opportunity to share with government officials and industry stakeholders the invaluable role of food assurance to UK consumers.

The Prime Minister announced his **open letter** to UK farmers, sharing six principles to ensure British farming is at the heart of British trade and future economic growth. These include commitments on protecting UK food standards, upholding UK production standards and removing market access barriers. These are all areas where Red Tractor has a crucial role to play and I can only assume Rishi was aware of this as he chose to sit next to me before delivering his opening remarks!

Secretary of State Thérèse Coffey introduced four breakout sessions. Accompanied by representatives from many skills bodies, notable

academics, innovators, the FSA and Kaleb from Clarkson's farm, I took part in the innovation, skills and opportunities breakout session.

I explained why Red Tractor was established and how, together with industry, it has restored consumers' trust in UK produced food. This trust provides opportunities for growth by increasing market share here in the UK and opening doors

"I STRESSED THE IMPORTANCE OF IMPROVING THE IMAGE OF AGRICULTURE TO ATTRACT YOUNGER GENERATIONS TO OUR INDUSTRY."

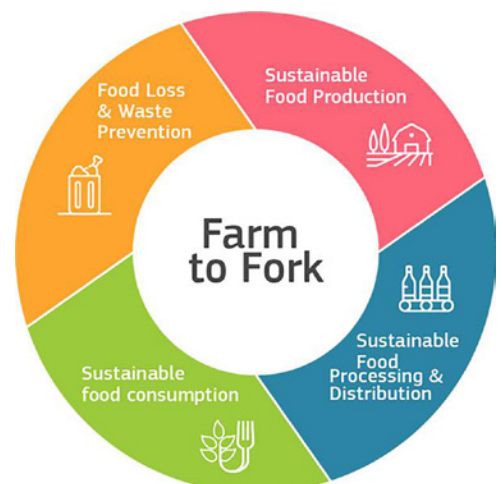
for exports. I also stressed the importance of improving the image of agriculture to attract younger generations to our industry.

The Summit gathered a really influential group of leaders from



across the industry and presented an opportunity to reiterate the importance of primary agriculture to the economy and future growth. It was pleasing to see No.10 recognise how critical food security and the resilience of our industry is and its support for its continued success.

Best wishes,
Jim Moseley
Red Tractor CEO



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Tracking traceability

Following last month's Member Matters feature on **Red Tractor's Traceability Challenge** and the success of the last webinar, we hosted another Member Webinar for members on the subject of traceability. Since our feature, the FSA has announced **a working group including Red Tractor**, to look at where the food system can be further strengthened to protect against rogue actors and criminal activity.

In Monday evening's webinar, the Red Tractor team shared detail on our work on traceability and an overview of how Red Tractor covers the entire journey of the food and drink and how we tackle traceability challenges, when they arise.

We were joined by Joanna King, the Senior Technical Manager who is responsible for Red Tractor's licensees – businesses in the food supply chain who pay licence fees to use the Red Tractor logo, and Tony Higginson, one of our specialist Traceability Assessors.

It was a wide-ranging discussion about Red Tractor's unique traceability scheme, which covered sanctions for processors, how fast auditors can get onto the factory floor, and what sets Red Tractor apart from other food assurance schemes. More than 400 members signed up and you can watch the full replay [here](#).

MAKING CONNECTIONS: TRACTOR TALK

This month we launched **Tractor Talk**, our first newsletter for businesses in the food supply chain who pay licence fees to use the Red Tractor logo. This forms part of a new stream of work to raise demand for our farmer members' assured products.

Crops technical briefing:

If you're a Combinable Crops and Sugar Beet scheme member, keep an eye out in your inbox next week for a new technical briefing on grain storage, endorsements from customers and other relevant topics for members.

INTRODUCING THE NEW PIG INDUSTRY SCHOLAR



Red Tractor is pleased to announce Lily Chandler from Harper Adams University, where she is

studying Veterinary Bioscience is joining the team as this year's The Pig Industry Scholarship student placement, an industry collaboration aimed at nurturing agriculture's next generation.

Senior Technical Manager Simon Thorpe commented, saying: "The scheme offers high-calibre students

a unique industry overview, and exposure to many influential figures across British agriculture. Lily joins the team at an exciting and challenging time for UK food assurance. She will be building on the excellent work by our outgoing scholar, Annis Cousins, who has been an outstanding addition to the team and now is returning to Harper Adams for her final year."

Coming to the end of her 12-month student placement at Red Tractor Annis commented, "In my role as technical coordinator, I have been fortunate enough to

be involved with Sector Board and Standards Committee meetings, giving me exposure to industry leaders and stakeholders. Working on a wide range of projects has given me a cross-sector insight of the industry and perspective of assurance that many would never get the opportunity to have."

Coordinated by AHDB and Harper Adams University, the programme provides future leaders with practical hands-on experience in industry and helps demonstrate the wide range of opportunities that are available in British agriculture.

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CONSUMER CAMPAIGN RECOGNISED

We're delighted to share that Red Tractor's new advert has been shortlisted for a gong at the Marketing Society Awards. This is in addition to the great feedback we have been getting from consumers about the new adverts. In case you missed it, we talked in detail about the new advertising campaign in our member webinar back in March. You can watch that again here and watch the adverts [here](#).



RED TRACTOR ON THE ROAD...



CEREALS: A CONVERSATION WITH KIT

Red Tractor's Combinable Crops and Sugar Beet Chairman, Kit Papworth, will be holding three Q&A sessions on the Red Tractor stand at Cereals this year (13 and 14 June).

If you are coming to Cereals and would like to say hello to Kit at one of the three sessions, come at 11am

or 2pm on the Tuesday 13 June, or at 11am on the Wednesday 14 June.

Crops Technical Manager Annie Rodgers and the Red Tractor team will also be on the stand for the whole two days to take your questions and assist you with your NRoSO CPD points.

Ballot for Cereals tickets

We have had an overwhelming number of ballot entries for Cereals tickets, so the organisers kindly provided 20 more free places for Red Tractor members. The ballot is now closed, and all the winners will be contacted by 31 May.

Environment engagements

Protecting the environment has been a big feature of Red Tractor's work this month. Cath Lehane, Senior Technical Manager for the environment also met with the Environment Agency to continue our push for data sharing arrangements – like those we hold with the Food Standards Agency.

We are looking for the EA to



share its data with us, which would strengthen consumer confidence that Red Tractor produce is farmed with care and further protect the reputation of Red Tractor members.

Jim Moseley and Red Tractor

Chair Christine Tacon also met with the Deputy Chair of the Environment Agency, Judith Batchelor.

Finally, members of the Red Tractor team met with the campaign group, River Action, to talk through Red Tractor's approach on environmental standards and our ambitions for the future.

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RED TRACTOR AT PIGS TOMORROW

Emma Bailey-Beech, Red Tractor Technical Consultant (Pigs), joined Pigs Chairman Stewart Hewson at this year's Pigs Tomorrow event, which welcomed 250 delegates from across the sector.

They enjoyed meeting members and business owners and look forward to working with stakeholders across the sector to raise the profile of Red Tractor pork as Britain's brand of choice.



Meeting with Country Landowners Association

Red Tractor has a broad membership of farmers right across the UK, many of which are represented by the Country Landowners Association.

Red Tractor's CEO Jim Moseley

and Head of Operations, Philippa Wiltshire, had a great catch up with Sarah Hendry, Director General, Susan Twining, Chief Land Use Policy Advisor and Cameron Hughes Policy Advisor from the CLA earlier in May.

They discussed Red Tractor's priorities for 2023-24, and how we can continue to collaborate with the CLA and their members as stewards of the British countryside.



WARRENDALE WAGYU CONFERENCE

Red Tractor's Partnerships Controller, Angela Tant, was a guest speaker at the 2023 Warrendale Wagyu Conference, held in partnership with the British Wagyu Association and Wyndford Wagyu. She reported it was a truly insightful event, with industry-leading speakers sharing the vision for Wagyu in Britain and globally. She and the team topped off the day with a serving of the best of British Wagyu beef at dinner.

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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