

A close-up photograph of a brown calf lying in a bed of straw. The calf has two yellow ear tags. The tag on its left ear (viewer's right) has the text '134793' and '200066'. The tag on its right ear (viewer's left) has the text 'BRIDE'. The calf is looking towards the camera with a calm expression.

# Member Matters - September 2023

All the latest news from Red Tractor







# From the CEO

Moving with changing attitudes to farming



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**Here's your September Member Matters, which reports on Red Tractor's successful advertising activities, the latest on AHDB's new antibiotics reporting service, and updates for pigs, crops, cattle, and fresh produce scheme members.**

## Dear Member,

Red Tractor's promise to consumers of "farmed with care" has been front of mind this month, with our advertising back on live TV and other formats throughout September.

The campaign has been seen by 45 million consumers so far this year. The content demonstrates how our logo stands for producing quality British food to high safety and welfare standards on your farms.

In this month's edition of Member Matters, we look at the impact of Red Tractor's advertising this year,

the new practices on environmental stewardship introduced via the latest iteration of the Sustainable Farming Incentive (SFI), and AHDB's upcoming antibiotics collation system, Medicine Hub.

Our featured item highlights the significance of our advertising activities which raise awareness and understanding of Red Tractor assured products. The article explores how increasing awareness and understanding of Red Tractor improves the likelihood that consumers will buy British products carrying the logo.

We must remain vigilant and work hard to maintain this hard-earned position of trust, particularly in the face of intensifying global competition and increasing expectations on UK farming to reduce its impact on the environment.

**Please continue to send us feedback on what you'd like to hear in future issues, via [memberhelp@redtractor.org.uk](mailto:memberhelp@redtractor.org.uk).**

This edition also includes a variety of updates and reminders for members in our Pigs, Beef & Lamb, Crops and Fresh Produce schemes.



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Jim Moseley, Red Tractor CEO



# Top stories

Your look at Red Tractor's advertising success  
and AHDB's Medicine Hub



## Red Tractor back on live TV throughout September

Red Tractor's "Farmed With Care" advertising campaign has been back on live TV throughout September and has reached over 45 million people in the UK this year, a figure which includes an all-time high of 86% of UK primary shoppers (Data source: The7Stars).

This campaign, which has been on live TV, watch-again services, YouTube and on social media, explains what is behind the logo with a series of compelling facts about the Red Tractor scheme.

Continuing to communicate with consumers about Red Tractor is vital to maintaining their trust in the logo. A comprehensive 2021 study for Red Tractor, involving more than 19,000 UK shoppers, revealed that products featuring the Red Tractor logo – either on their packaging or in supermarket advertisements – elevate consumer perceptions of quality by as much as 20% and boost purchase intent by as much as 13%.

The research compared shoppers' perceptions of products and supermarket advertising, both with and without the Red Tractor logo. It found the logo improved shoppers' purchase intent across all categories – demonstrating a clear and positive relationship between UK consumers' understanding of the Red Tractor proposition and the likelihood of them buying your Red Tractor assured products.

**The more shoppers know about Red Tractor, the more likely they are to buy products carrying the logo.**

The results also underline the important role the Red Tractor logo plays to promote UK agriculture and the quality of the products it offers. For instance, NFU's Back British Farming Day earlier this month called on consumers to support British farmers by "looking for the Red Tractor logo" during their food shop. These efforts help to build and reinforce understanding and trust that products carrying the Red Tractor logo are traceable to UK farms.





## Have you heard about the Medicine Hub?

Antimicrobial resistance presents potentially grave consequences for human health, and livestock farming must play its part to ensure responsible antibiotic use, while continuing to protect animal health.

With widespread backing from the industry, AHDB has created the Medicine Hub—an online safe and secure platform designed to ensure the responsible use of antibiotics in ruminants by offering an impartial resource for evidence.

As an increasing number of farmers adopt this tool, its capacity to assess and oversee antibiotic usage at a national scale will grow.

The initiative is pivotal in enabling the industry to substantiate its commitment to responsible antibiotic usage to consumers, the supply chain, as well as to global competitors and customers.

# MEDICINE+HUB

This type of system has been in place for years in the British pig sector, which has allowed the industry to show significant improvements on reducing antibiotic use.

Red Tractor is responding to requests from industry to incorporate, as a recommendation, the upload of antibiotic data to Medicine Hub or an equivalent system, which shares data with Medicine Hub.

Farmers already hold farm records on antibiotic use but recording this centrally will provide evidence that the cattle and sheep sectors are some of the lowest users of antibiotics.

**CLICK HERE to register for the Medicine Hub**



# News-in-brief

Latest updates on DEFRA grants, ASF, grain storage and more.





# Latest from DEFRA

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## Applications start for Sustainable Farming Incentive

The eagerly awaited Sustainable Farming Incentive (SFI) for 2023 is now open for applications.

This revamped programme is designed to financially support farmers in England while encouraging actions that bolster food production, farm profitability, and resilience, all while safeguarding and enhancing the environment. DEFRA is also encouraging farmers with existing SFI agreements from 2022 to express their interest in joining the new scheme.

The introduction of SFI demonstrates UK agriculture is moving to adopt stronger environmental practices on farms. Based on

valuable feedback from farmers, DEFRA has expanded this year's offering to be more adaptable.

It now provides more than twice the number of SFI actions initially planned, including options for activities like hedgerow maintenance, nutrient management, farmland wildlife preservation, and low-input grassland management.

Unlike previous iterations where actions were grouped into standards, the improved SFI allows farmers to select the combination of actions that best suits their needs.

**[CLICK HERE: Visit Gov.UK for details on how to apply.](#)**





# Latest from DEFRA

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## Calf Housing for Health and Welfare Grant

DEFRA has announced a new grant on calf housing for health and welfare, with applications open until 30 November.

The department has said that the grant [will support farmers to produce healthy calves](#) that are likely to be more resilient and productive in later life by providing a good ambient environment for calves and facilitate social contact through pair or group housing.

Beef and dairy farmers, including calf rearers, can apply for between £15,000-£500,000 towards the cost of building and refurbishing housing for calves (up to 6 months old).

Farmers can also apply for funding towards the cost of the purchase and installation of rooftop solar PV on the co-funded calf housing.

[CLICK HERE to apply for the calf housing grant by 30 November.](#)



## Grain testing network calls for help

The [UK Grain Testing Network](#) is calling for bulk samples of oats and beans, to support further standardisation of analysis in the sector.

The UKGTN is a group for people involved with the analysis of barley, wheat, oilseed rape, oats, and beans. Their collective aim is to obtain the most precise and reliable results from their analysis. They maintain equipment standardisation for their members which includes growers, merchants, and end users such as millers, maltsters, and distillers.

**If you can assist by providing samples, please contact Paul Allison at Sciantec: [paul.allison@sciantec.uk.com](mailto:paul.allison@sciantec.uk.com). For further information about the UK Grain Testing Network, visit their [website](#).**



To accomplish this, they rely on bulk samples of each commodity, typically provided by their members. However, this year they have encountered challenges in sourcing bulk samples for oats (60kg) and beans (40kg). As such they are asking for help from the broader farming and grower community.

If you can assist by providing samples, they will supply sacks, arrange collection, and compensate you with a payment of £28.50 for each usable bulk sample.

## Reminder – Temporary Storage

Combinable Crops and members are reminded that temporary storage must not be used after 31 October.

Temporary stores are not sealed, nor are they weather or vermin proof.

**If your trader is struggling to collect grain from temporary stores by this deadline, please contact your certification body who will guide you through the process of applying for a derogation.**

**An example of a derogation could be a time limited period when the store can still be used or grain that can be moved from that store as assured.**



## The NRoSO Scheme: A Foundation of Trust

The UK farm and food supply chain has a strong track record of making best practice the industry norm without the need for regulators to intervene, which is a key foundation in helping to build consumer confidence in British food.

One of the key ways in which the industry achieves this on use of PPPs is through NRoSO.



This means that farmers and consumers can be confident that pesticides are being used safely and effectively, with government testing programmes regularly demonstrating that MRL exceedances are less common on UK grown crops than on imports.

Requiring NRoSO membership as part of the Red

Tractor scheme means that the industry can self-regulate, avoiding the introduction of additional legislation and inspections.



The UK is less restrictive on certain pesticide topics than some of our near neighbours, but we are near the front of the pack on training and CPD for advisors and operators. NRoSO registered spray operators typically have a high level of training and multifaceted opportunities for their professional development, which means they are empowered to make the right decisions about pesticide use on farm.

Their diligence in the undertaking of their vitally important CPD pays off in a foundation of trust that is essential for the continued success of the UK farm and food supply chain.

## Managing additional growing sites

Members have the option to include supplementary growing sites as "additional units" within their membership.

This option is particularly relevant for Fresh Produce growers that function independently but remain under the technical supervision of a central primary site.

In cases where fertilisers, pesticides, or harvested products are stored or processed, it becomes obligatory to declare any such additional sites.

**We are reminding members to promptly communicate with Certification Bodies (CBs) regarding any additional sites that require inclusion. Please contact your CB if you need to discuss additional sites.**

## Elevated ASF threat

Reducing the risk of African Swine Fever (ASF) reaching the UK is of utmost importance to the pig industry. New cases have been recently confirmed for the first time in wild boar in Sweden and in commercial pigs in northern Italy, which has raised the threat of ASF in the UK.

ASF, while exclusive to pigs, poses a severe threat to productivity and the pork industry's viability. To safeguard our borders against this disease, it is imperative to emphasise the critical role of biosecurity as our primary defence mechanism.

This applies not only on farms but also when traveling, especially to and from regions where ASF has been confirmed, such as Russia, Lithuania, Ukraine, Poland, and the Czech Republic.

One significant risk factor is the potential transmission of ASF through pork products, particularly those that are salted or dried, which can harbour the virus for up to 150 days.

The primary concern is the possibility of pigs consuming these contaminated products. Hence, it is crucial to refrain from allowing pig meat products onto the farm. Another vital measure is proper disposal of food waste in secure containers through regular domestic waste collection.

**For more information about African Swine Fever and how to report the disease, visit DEFRA's website.**





## Members, Red Tractor and Certification Bodies - A three-way relationship

Red Tractor works closely with Certification Bodies, often referred to as CBs, to efficiently manage our schemes and oversee assessments on your behalf.

These partners manage all aspects of your Red Tractor membership, serving as your primary point of contact for anything related to Red Tractor,

including assessment scheduling, assurance sticker issuance, and updating your contact information. Maintaining consistency and reliability in assessments is pivotal for ensuring the safety and quality of agricultural products.

**We encourage members to make every effort to minimise short-notice cancellations to preserve the professionalism, efficiency, and effectiveness of the assessment process.**

## Let us know

We welcome your feedback to improve our operations, including about standards, assessors, certification, or misuse of the Red Tractor logo.

**All information provided with Red Tractor remains confidential, and you can contact us at 020 7630 3320 or [memberhelp@redtractor.org.uk](mailto:memberhelp@redtractor.org.uk).**



**Red Tractor also operates a web reporting service, TELL US, which is managed by the independent whistleblowing organisation, Safecall. This service offers members, farm staff and the public the opportunity to provide evidence of non-compliance anonymously.**

# On The Road

Fresh Produce Awards || UK Dairy Day





## Red Tractor at UK Dairy Day

The Red Tractor team was at UK Dairy Day in Telford earlier in the month.

Packed with farmers from across the country it provided us with a wonderful opportunity to connect with the heart of the dairy industry. Engaging with farmers and stakeholders in such a focused environment allowed us to highlight the importance of the scheme in ensuring traceability and high standards of food safety and animal welfare.



## The FPC Fresh Produce Awards

Bringing together everyone in the fresh produce industry to celebrate success.

Friday 29th September sees the return of the prestigious FPC Fresh Produce Awards, which will feature a range of categories that honour the industry's best. Red Tractor is delighted to sponsor the Grower of the Year category and has also been selected as a finalist in the Best Marketing Campaign category.





Thank you for reading

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