



Member Matters – October 2023

All the latest news from Red Tractor





From the Chair

Addressing the need to take stock



Red Tractor's Main (AFS) Board met last week and confirmed its complete support for both reviews announced by the NFU on 23 October 2023.

The organisation will cooperate fully to ensure openness and pace. Red Tractor will not progress with the implementation of any new standards or additional modules until the first NFU independent review, focusing on Red Tractor governance, is completed. A separate, wider look at food chain assurance and its role within the supply chain is also welcome. Red Tractor wants to make sure assurance is fit for purpose in the years ahead.

Red Tractor Chair, Christine Tacon explains:

As the team have been working with our Technical Advisory Committees and Sector Boards on the detail of the Greener Farms Commitment (GFC), the strength of feeling from farmers across England, Wales, Scotland and Northern Ireland has become clear to everyone.

It has been a difficult period across UK agriculture, which has brought forward frustration from farmers that runs deeper than just our proposals for an environment module. We recognise that and have decided that the NFU's independent review of Red Tractor governance must come first.

There will be no decisions on the implementation or timing of the GFC or on other changes to existing Red

Tractor Standards until that NFU review is complete. Any continuation of work on an environment module would need to include more detailed dialogue with farmers and supply chains and consider relevant government policy on agriculture for all UK nations.

The views of our members are very important, and we are sorry that we have been slow to understand them fully. The discussion that has been provoked is essential and offers a great opportunity for the farming sectors and supply chains to work together.

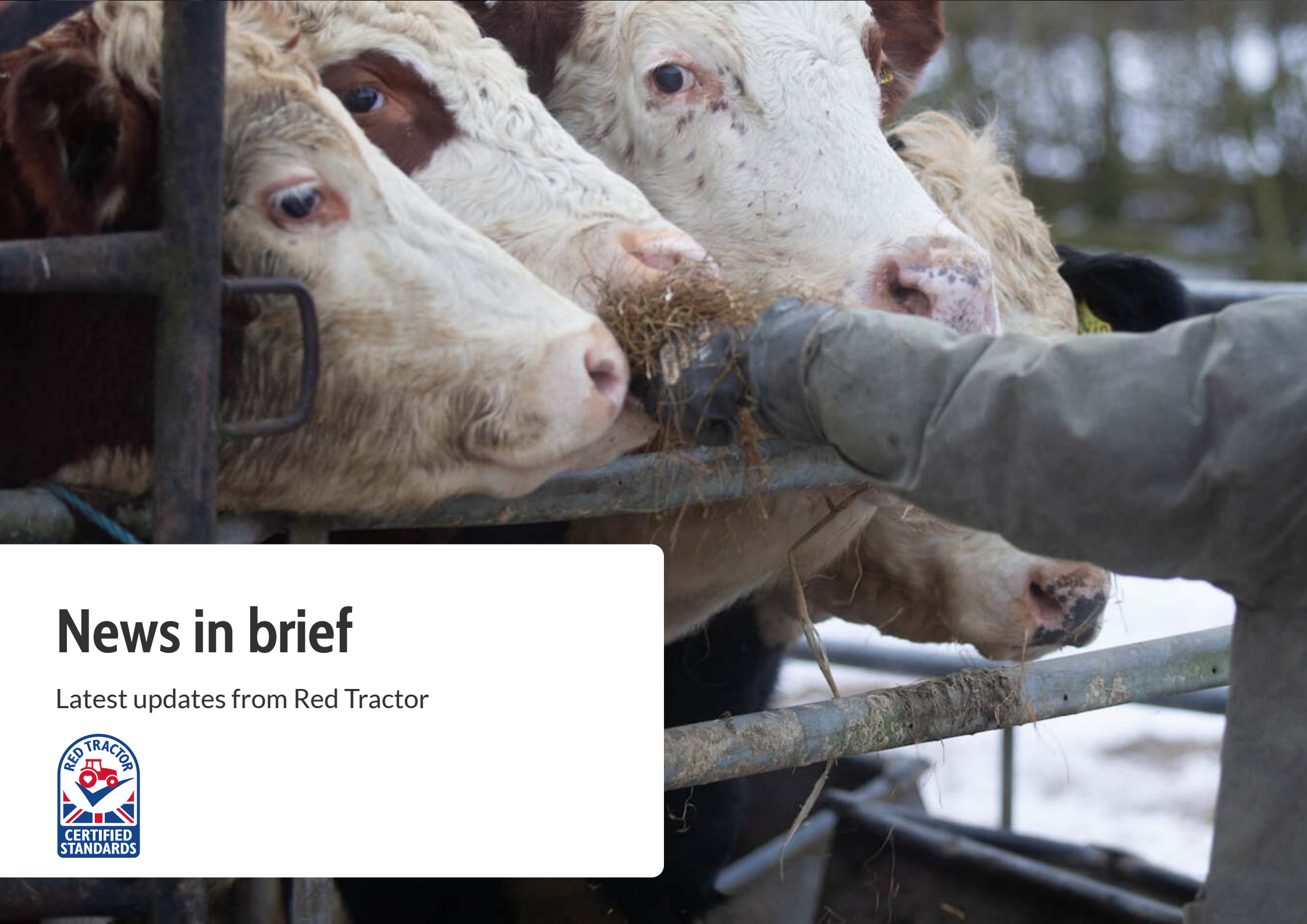
So, we expect these conversations to continue with our Technical Advisory Committees, Sector Boards, the new Development Advisory Panel and more widely. It is vital to talk more about the benefits of farm assurance overall, and the challenge of how to demonstrate progress on

environmentally focused farming in each sector, for example.

We hope this approach will help the NFU to achieve its goal of completing the first review by the end of January 2024. In the meantime, we will continue to work to the Standards already in place and support consumer trust in the Red Tractor logo.



Christine Tacon, Red Tractor Chair



News in brief

Latest updates from Red Tractor



Reviewing assurance

Red Tractor welcomes both the NFU reviews into farm assurance schemes that were announced this month.

The NFU announcement explained that: “The first will examine the governance of Red Tractor; the second will look more widely at farm assurance.”

The team at Red Tractor will cooperate fully to ensure openness and pace. Red Tractor wants to

make sure assurance is fit for purpose in the years ahead.

It is great to see support from AHDB who said: “We at AHDB are ready to support discussions over the future development of farm assurance to ensure there is confidence in the way standards are being set and that they deliver value to all.”

We're also very grateful to all the members who have expressed their views to Red Tractor recently. The last several weeks have clearly given us a great deal to consider and your feedback is an important part of that.

[READ NFU'S STATEMENT](#)



[READ AHDB'S STATEMENT](#)



Red Tractor meets farmers in the Southwest

Earlier this month, the Red Tractor leadership team met with Beef and Lamb members in Taunton.

The team wanted to hear feedback on a broad range of issues concerning Red Tractor. The meeting provided a platform for open communication between Red Tractor and members who brought valuable insights and suggestions.

At the same time Red Tractor was able to share important information about the organisation's goals and challenges. Members welcomed the opportunity to have their say, and Red Tractor agreed to look at organising more similar sessions across sectors and regions next year.

Fresh Awards marketing gong for Red Tractor advertising

Red Tractor was awarded Best Marketing Campaign at this year's Fresh Produce Awards for our 2023 'Farmed with Care' TV and online advertising campaign.

The award category recognises outstanding marketing initiatives in the fresh produce industry. Our campaign fulfilled the primary objective of increasing consumer understanding of Red Tractor. This was achieved by communicating the care and passion that Red Tractor farmers and growers put in to producing quality British food to Red Tractor standards every day of the year.

The advertising campaign provides shoppers with reasons why they can be assured that food with the Red Tractor logo is safe, traceable and farmed with care. It reassures them that Red Tractor produce

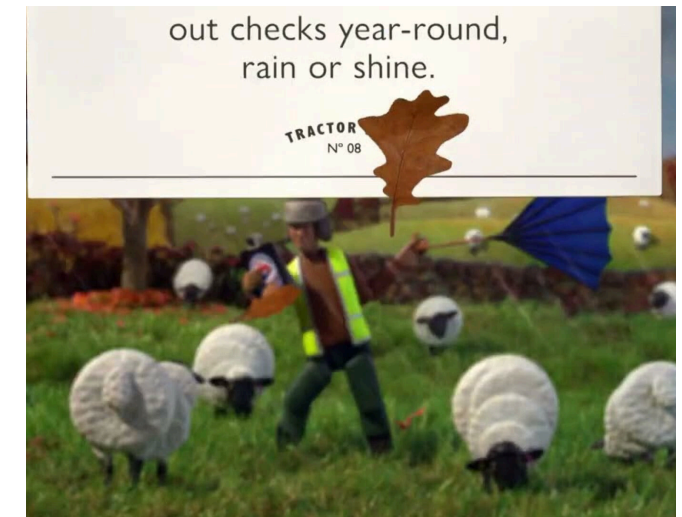


**Richard Cattell, Red Tractor Head of Marketing,
with the award**

can be found in almost all major supermarkets at all price ranges. The Wallace and Gromit stop-motion production style also stands out from other

supermarket adverts, improving the memorability of Red Tractor's adverts.

The latest YouGov survey, completed after the September advertising campaign had been on TV and online, showed that 76% of UK consumers are now aware of the logo and that in the last 12 months, an additional 1.2 million UK shoppers trust Red Tractor.



**Watch: One of Red Tractor's "Farmed With Care"
adverts**



On the Road

Exhibitions and opportunities to meet the team

Red Tractor at Pest Tech

The UK's premier pest control exhibition Pest Tech takes place at the Marshall Arena Milton Keynes on November 8.



Kate Cross, Red Tractor Compliance Manager

It is the largest industry event showcasing the very latest information for pest controllers.

Speaking at the event is Red Tractor Compliance Manager Kate Cross.

Pest controllers play a vital role in farmers compliance with Red Tractor standards. Kate will discuss how compliance with pest management standards are 'measured' and be available to answer questions pest controllers have with the aim of helping them help you achieve compliance with the standards. Effective pest management, which can be challenging on farms, is an important component of the safety and quality of our food supply.



James Russell, industry leading vet and Red Tractor board non-executive director

James Russell at the BCVA

Red Tractor board member James Russell took to the stage at the BCVA Congress in Telford earlier this month.

His presentation 'Why should our clients care about assurance' focused on the role Red Tractor plays as a mark of good welfare standards, quality, and safety in the production of animal-based products.



The Red Tractor team at last year's Lord Mayor's Show

Taking Red Tractor to the city at the Lord Mayors Show

The message we will convey to crowds in London and the millions watching on television during the Lord Mayor's Show next month is crystal clear: look for the Red Tractor and support British farming.

In collaboration with the Worshipful Company of Farmers and the NFU, Red Tractor, will be showcasing our commitment to supporting British food and farming in the spectacular procession.

Red Tractor at Agri Expo

Beef, Lamb and Dairy Technical Manager Jemma Holden met with members at Agri Expo.

This well-attended event consistently draws farmers from across the nation, serving as a platform to highlight the finest British livestock through a range of competitions, exhibitions, and trade displays.

Throughout the day, Jemma dedicated her time to developing valuable connections with livestock farmers listening to their thoughts about Red Tractor.



Beef & Lamb and Dairy Technical Manager, Jemma Holden

Thank you for reading

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