

Member Matters - June 2024

All the latest updates from Red Tractor





From the Chair

Your update on transparency and governance



Dear Member,

The Red Tractor Board of Directors met at the end of May to discuss a number of issues relating to the scheme. Chief among them was the progress against the implementation of Campbell Tickell's recommendations to improve on Red Tractor's governance.



I am pleased to report that the Board received training and advice on the expectations and legal responsibilities of a company director. This was delivered by an expert on

corporate governance. The Board also reviewed progress on a Governance Handbook, code of conduct, a suggested Directors appraisal system and feedback on risk register.

We confirmed the importance of keeping you informed about how Red Tractor is evolving and adapting to the market. In particular, we emphasised the need to take members behind the scenes of how Red Tractor works, to demonstrate how use of the portal can help make the process more efficient for some and better explain the ways in which Red Tractor delivers value to Red Tractor to farmers.

We also received a report from NFU Deputy President David Exwood on the wider Review on Farm Assurance.

The Commissioners have now been appointed and work has started. Red Tractor welcomes the Review and will take every available opportunity to fully engage and provide insights into the practicalities of operating the largest farm assurance scheme in the UK.

The Board heard from the executive team of the ongoing efforts to review how Red Tractor assurance can be improved - particularly using the latest technology. This is to ensure the scheme is fit for purpose for members and all stakeholders in the coming decades. We agreed this work is vitally important and confirmed that all sector boards at their next meetings at the end of this month should be invited to contribute their thoughts on

the topic. Your Sector Board Chair reports at the beginning of July will provide an update on this work. In the meantime, if members have views then please feedback directly via email, your Post-Assessment Survey or via your representatives on Sector Boards.

I know Red Tractor is a huge asset for British Agriculture. Simultaneously, I recognise that for many reasons Red Tractor's perception by some in the farming community has become quite negative. We fully recognise there is a big job to do in turning this around. The Board have directed the team to take every opportunity to make this happen. Just as a recent example, we have committed to communicating with you

after each Sector Board meeting and each Main Board meeting, to keep you informed of strategy and progress. The team will also be at Cereals and other agricultural events throughout the year, to take your questions and feedback on how to improve your Red Tractor experience.

Finally, I'd like to pay tribute here to the to the work of Red Tractor's Head of Communications, Ed Knight, who very sadly passed away late last month following a short illness. He led our communications function through an extremely challenging time for the organisation and will be sorely missed.

**Best wishes, Christine Tacon,
Red Tractor Chair**

Top Stories

From your farms to Tesco trolleys | New interim Chair announced



Red Tractor rides into Tesco stores

Promoting your British Red Tractor products to consumers is a really important way in which we can deliver value to you, through improved market access and encouraging shoppers to preferentially select your produce.

To support this, our retail advertising campaign is well underway, appearing on outdoor advertising sites and trolleys in selected Tesco stores nationwide.

The outdoor advertising is running in two-week bursts across 280 stores throughout the summer, with each burst appearing within 50 metres of selected Tesco stores. To

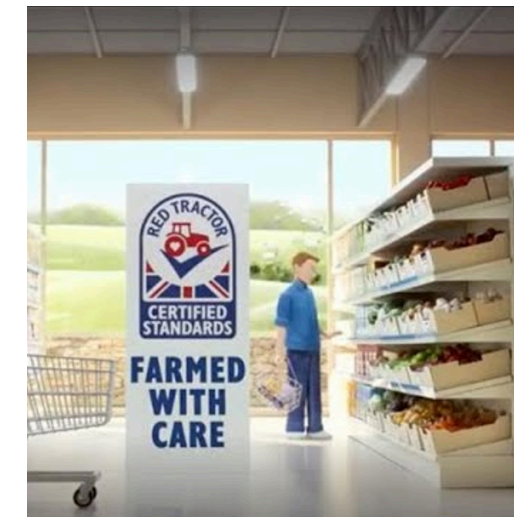


maximise reach, the selected stores will vary for each burst of the campaign. A second burst of trolley advertising will begin in early July and will run for six weeks in more than 200 Tesco stores..

This exciting form of retail advertising is brand new for Red Tractor and we shall be closely measuring its effectiveness in the coming months.

Specifically, how it drives awareness of and trust in Red Tractor assured products. We will provide you with the campaign results as soon as we have them.

Editor's note: We are currently piloting this location based and in-store specific advertising activity. If successful, we will look to extend this activity across other retailers.



Watch: "Farmed With Care"

Farmer appointed as interim RT Chair

Cumbrian sheep farmer Alistair Mackintosh has been appointed by Red Tractor's Ownership Body as Red Tractor's interim chair.

This follows Christine Tacon's decision to step down following her [appointment to the Co-op's Board](#).

Alistair Macintosh said: "I'm honoured

to be asked to act as interim chair.

Christine has made a huge contribution to Red Tractor and I look forward to continuing her work.



Alistair Mackintosh, current Red Tractor Vice Chairman

ABOUT THE RED TRACTOR OWNERSHIP BODY

Red Tractor is a not for profit company limited by guarantee (£1) and its owners are known as the Ownership Body (or "the Owners"). They represent the entire supply chain that Red Tractor provides assurance for. There are six owners – Agriculture and Horticulture Development Board (AHDB), The National Farmers Union (NFU), NFU Scotland, The Ulster Farmers Union (UFU), Dairy UK, the British Retail Consortium (BRC). There is also one observer, the Food and Drink Federation, which sits as an observer at the meetings, bringing the insights from the branded food manufacturers.

The Ownership Body provides the guarantee, appoints the Chair and Directors and, where necessary, the Owners can amend the Company's Articles of Association. It meets twice a year and delegates all responsibility for the management of Red Tractor to the Board of Directors, who may exercise all the powers of the Company.

"As a farmer, I've seen the huge benefits that Red Tractor has delivered since its establishment in 2000. I'm totally committed to rebuilding farmers' trust in Red Tractor, fully engaging with the review

into farm assurance and working to demonstrate the value that Red Tractor brings to farmers like myself."

Alistair will take on his role as interim Chair on 1 July 2024.



On The Road

Red Tractor at Cereals, Pig & Poultry Fair, and The Balmoral Show



On The Road:



The Red Tractor team is committed to making sure all members of British Agriculture can have their say. In *On The Road*, we'll update you on the conversations we've had at industry and agricultural events about what's next for Red Tractor and how you can have your say.

Sector chair diary: Balmoral Show

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As Dairy Sector Board Chair I think it is important to try to connect with all members of the supply chain across all four nations of the UK.

Tim Lock, Red Tractor Dairy Chair

To that end I recently attended the Balmoral Show in Northern Ireland along with Red Tractor's Vice Chair, Alistair Macintosh. We met with representatives of The Ulster Farmers Union, Lakeland Dairies, Dale Farm, FCN and some representatives from the retail sector.

In light of the desire from Red Tractor to examine how we can deliver effective farm assurance for the

whole supply chain going forwards, these conversations are very useful.

I have also attended the launch of the Stride Initiative which is seeking to improve the mobility of the national dairy herd, an issue that can cause

severe welfare challenges for our cows, major financial loss on farm and a negative image of the industry to wider society.

Tim Lock: Red Tractor Dairy Chair



Tim Lock, Red Tractor Dairy Chair

Red Tractor heads to Cereals

The Red Tractor Team, along with Crops and Sugar Beet Chairman Kit Papworth, will be present at this year's Cereals Event.



Red Tractor is participating in the NRoSO knowledge trail again this year. To claim your point from the Red Tractor stand, stop by and complete our quiz.

Held at the new site in Bygrave Woods, Newnham Farm in Hertfordshire on 11-12 June, Cereals is expected to welcome over 20,000 visitors. The event will feature the

latest in arable agronomy, machinery, technology, and business advice.

If you're attending Cereals, be sure to visit us at stand no. 238 to meet Kit. Crops Technical Manager Annie Rodgers will also be available to answer your technical questions about the Red Tractor Combinable Crops and Sugar Beet Scheme.

VIEW THE LATEST COMBINABLE CROPS & SUGAR BEET TECHNICAL BRIEFING HERE, OR PICK ONE UP FROM OUR CEREALS STAND.

Red Tractor at Pig & Poultry Fair

Red Tractor's Pigs Chair, Stewart Houston, and Head of Operations Philippa Wiltshire both joined panel events at last month's Pig & Poultry Fair. Alongside RSPCA Assured and Lion Mark, Stewart and Philippa discussed the future of assurance.



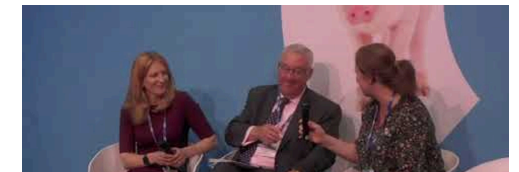
Red Tractor's Head of Operations: Philippa Wiltshire



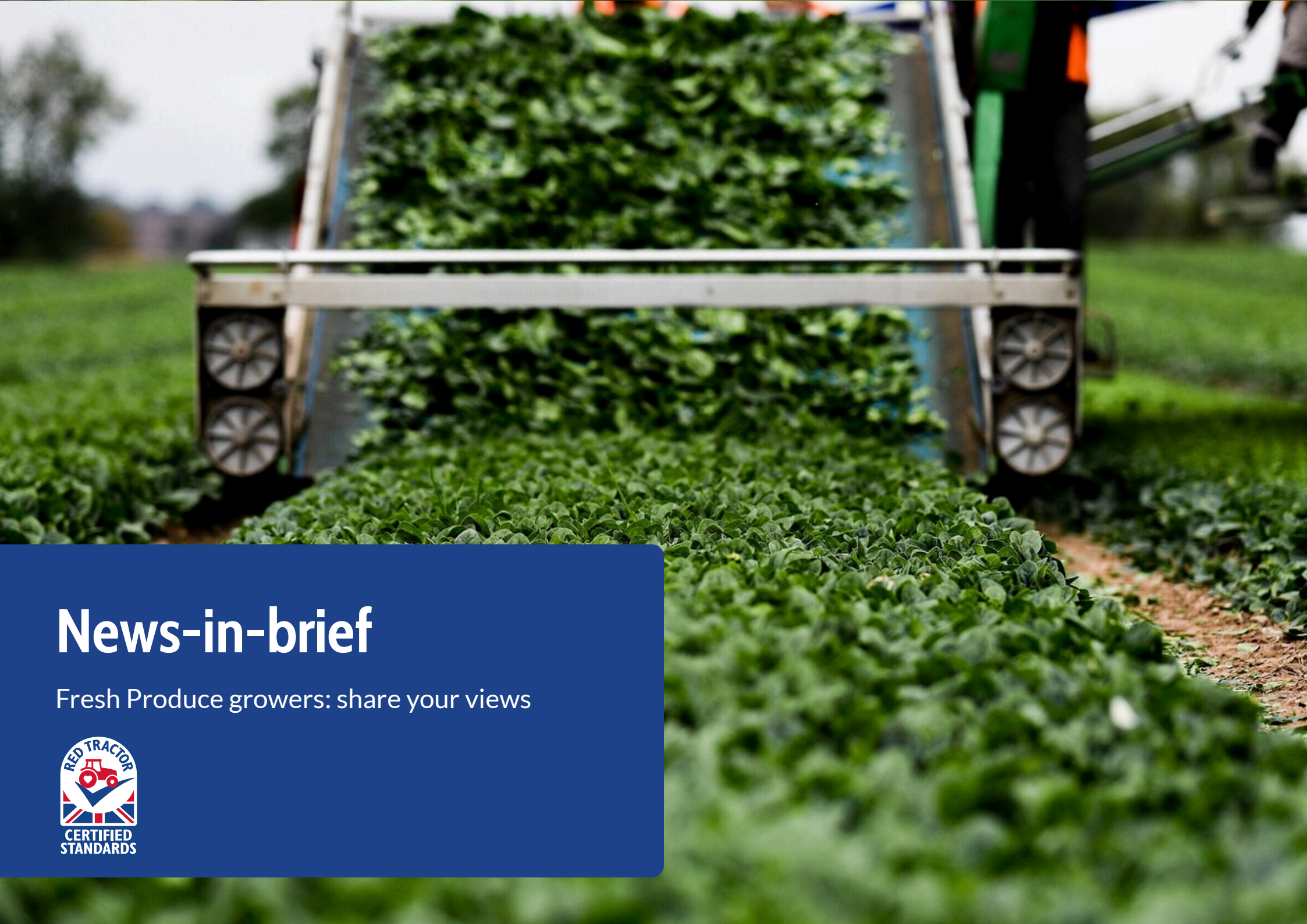
Red Tractor's Pigs Chair, Stewart Houston



Watch again: Poultry Forum panel on the future of farm assurance



Watch again: Pigs Forum panel on the future of farm assurance



News-in-brief

Fresh Produce growers: share your views



Potato growers: support self-regulation

Call for chlorpropham (CIPC) submissions to ensure potato stores remain operational

Attention all growers and store managers:

If you have residue testing data from potatoes stored in facilities with a history of CIPC use, please email adrian@potatostorageinsight.com or reach out to any CRMG Group member/supply chain representative.

The CIPC Residues Monitoring Group (CRMG) is requesting UK potato growers and suppliers across all production sectors to submit pesticide residue data from compliance sampling. This data will be gathered from over 120 potato stores annually to meet the Health & Safety

Executive's Chemical Regulation Division (CRD) data requirement.

This request follows the CRD's decision to set a temporary Maximum Residue Level (tMRL) for CIPC at 0.35 mg/kg starting from April 2024. Monitoring residues of the now-

discontinued product will help ensure that potato stores previously treated with CIPC can continue to be used safely.

Without this data, all stores with a history of CIPC usage risk being decommissioned.

All data submissions will be anonymized. You will be provided with a data submission form to accompany your lab results.



Support research into labour in agriculture

Researchers at Bristol University are looking for new growers to help them examine the demand for labour in the agriculture and food processing sectors.

A recently launched survey seeks to gather detailed information on farmers' demand for migrant workers, labour and skills shortages, and ways to improve national policy.

In collaboration with the PRIME (Protecting Irregular Migrants in Europe) Project, the researchers are looking to understand how your labour needs are being met.

The survey takes approximately 10 minutes to complete.

Funded by the European Union's Horizon Europe, the PRIME Project conducts research across multiple countries. The findings will help develop new policy responses and establish a knowledge hub for employers, labour providers, and trade associations.



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Thank you for reading
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