

A red tractor is shown in a field at sunset. The tractor is dark, and the background is a bright orange and yellow sky with silhouettes of trees. The tractor is positioned in the center-right of the frame, facing left.

Member Matters: **Winter 2024**

For all the latest news and updates from Red
Tractor



From the Interim Chair

Your latest Red Tractor Board update



Welcome to your Winter 2024 edition of Member Matters. In this issue we'll cover the new legislation and industry requirements which Red Tractor is bringing into the standards. First up, here is your report on the latest discussions of the November Board meeting from Interim Chairman, Alistair Mackintosh.

The Report

Your update on discussions at the latest Red Tractor Board by Interim Chair, Alistair

Since taking on the role of interim Chair, my main focus has been on strengthening relationships with the farming community, agricultural bodies, and the food supply chain.

At the recent Board meeting, I updated Directors on key discussions I've had with the Chair and CEO of AHDB about how Red Tractor and AHDB can work more closely to support the agricultural sector. I also

met with Lord Curry to explore how he can assist in our efforts to engage with Government, particularly in lobbying for earned recognition of Red Tractor's standards and assessments by regulators. Additionally, the Red Tractor team and I have been working with the Devolved Farming Unions to increase their representation on our vital Sector Boards, ensuring better alignment on shared priorities.

Lightening the load

I was pleased to report that Red Tractor's work to 'lighten the load on producers' by improving audit efficiency remains our main priority. Good progress is being made across



[Click to read the Governance Handbook](#)

several key workstreams, including gathering feedback on how technology and data can help streamline compliance verification, reducing the burden on farmers and assessors. Another important development is the work to improve the usability of Red Tractor's Portal, making it easier for members to access and manage their assurance

information and for assessors to review prior to the farm visit. The Board welcomed this progress and extended its thanks to all Sector Boards for their invaluable input and guidance in helping us deliver this important project.

Transparency

To complete the implementation of the Campbell Tickell review recommendations into Red Tractor's governance, we are updating Board Directors' contracts to better reflect their roles and responsibilities. I hope you've also had the chance to review the publication of our Governance Handbook, which is now available on the Red Tractor website.

Your logo - seen by consumers as more important than the Union Jack

Another highlight from the Board meeting was the review of new consumer research, which delivered some highly encouraging results. Over the past five years, the value of the Red Tractor logo on retail packaging has grown significantly. Five years ago, the logo was the fifth most important factor for shoppers when choosing their groceries; today, it ranks third—just behind the product name and appearance. Red Tractor is now the UK's most recognised and trusted food marque, and the research shows that it adds value for every stakeholder in the food chain,

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Twice as many shoppers associate the logo with higher standards than they do than the Union Jack**

from farm to fork. In fact, it is now seen as even more valuable to consumers than the Union Jack!

While it is fantastic to see such strong recognition in the UK, there is also exciting potential for Red Tractor to add value to British exports. Consumer research in key export markets identified by AHDB suggests that Red Tractor could play a role in strengthening the appeal of British food abroad. With this in mind, and in collaboration with AHDB, BPC, and other partners, the Board has approved initial exploratory steps to assess Red Tractor's potential role in supporting exports.



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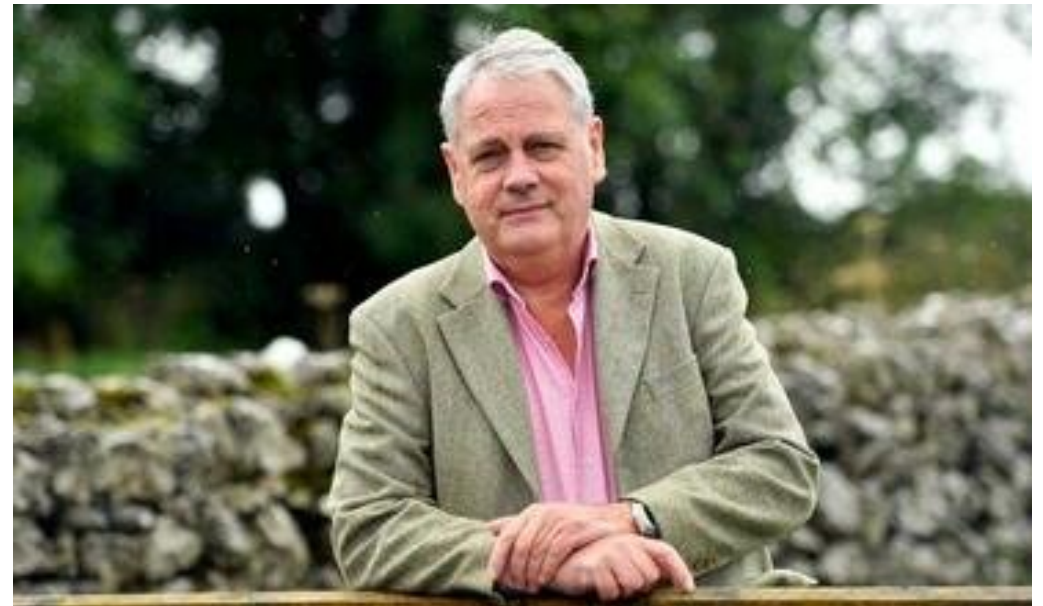
Thank you, as always, for your continued support. Wishing you a Merry Christmas and all the best for the festive season when it arrives.

If you have any questions, please do not hesitate to contact the team on memberhelp@redtractor.org.uk.

Best wishes,

Alistair Mackintosh,

Red Tractor Interim Chair



Top Stories

Updates from your Sector
Boards | Red Tractor urges MPs
to support UK farmers | Red
Tractor is back on TV this
Christmas



Updates from your Sector Boards

UK farmers are currently navigating a landscape fraught with challenges. Rising costs and extreme weather events are becoming the norm, while recent government policy changes have introduced further uncertainty.

Yet, amid these difficulties you have remained committed to producing high-quality food that the nation trusts and relies on.

At Red Tractor, we understand the immense pressures which these issues place on agricultural community.

Transparency is vital, and we are committed to sharing insights from our recent Sector Board meetings.

Click for the latest updates from the November round of Sector Board meetings:

- [Beef & Lamb](#)
- [Combinable Crops & Sugar Beet](#)
- [Dairy](#)
- [Fresh Produce](#)
- [Pigs](#)
- [Poultry](#)

Red Tractor members are the backbone of UK food security, upholding strict standards that ensure a plentiful supply of nutritious and sustainable produce.

As we advocate on your behalf, we emphasise the importance of addressing these pressing issues with government officials and stakeholders across the supply chain.

Our shared mission is to cultivate a strong, secure future for British food and farming. By working together and maintaining open lines of communication, we can overcome the obstacles ahead and ensure that the agricultural sector continues to thrive for generations to come.



Red Tractor urges MPs to support UK farmers

Red Tractor is advocating for MPs to support farmers by addressing critical policy challenges affecting the agricultural sector.

With over 46,000 farmer members and 800 processors contributing more than £17 billion to the economy, Red Tractor highlights the significant pressures these stakeholders face. These include rising input costs, extreme weather events and regulatory complexities. This is in a submission the Environment, Farming, Rural and Agriculture (EFRA) Parliamentary Select Committee, which scrutinises Defra.

Three Areas for Action:

1. Reducing the Audit Burden:

Farmers are overwhelmed by the duplication of audits from multiple regulators. Red Tractor is proposing an expansion of earned recognition, which allows for a reduction in the frequency of inspections for certified farms who have already demonstrated good compliance through independent assessments.

This model has already proven effective with the Food Standards Authority, where inspections against relevant food and feed hygiene legislation for long-standing members have decreased significantly.

2. Rethinking Mandatory Animal Welfare Labelling:

The introduction of mandatory labelling for animal welfare, particularly for pigs and poultry, is being considered by Defra.

Red Tractor is arguing that this could increase costs, confuse consumers and undermine their trust in farmers, the food industry and third party assurance schemes.

Red Tractor is therefore urging MPs to challenge this proposal and advocate for labelling policies that support farmers.

3. Addressing the Impact of Devolved Administrations:

The divergence in policies between English devolved administrations has led to increased inconsistency and risks farmers being treated differently between borders despite operating in the same UK-wide market.

Red Tractor calls for MPs to promote collaboration between Defra and these administrations to create a more unified approach, ensuring efficiency and sustainability in farming practices across the UK.

How MPs Can Help:

Red Tractor is asking MPs sitting on the EFRA Committee to focus on initiatives that alleviate burdens on farmers and streamline regulations. We have also invited MPs to join a Red Tractor assessment, providing them with firsthand experience of the skill and expertise of our members, as well as the challenges and standards within modern farming.



Red Tractor Head of Operations Philippa Wiltshire last month spoke to the World Trade Organisation in Geneva about the success of Red Tractor's existing earned recognition agreement with the FSA in improving food safety in the UK while reducing on-farm duplication of audits.

Spreading Festive Cheer:

Red Tractor's Christmas spotlight on trusted British food

This Christmas, Red Tractor is back on TV and Video On Demand.

From 11th December to 5th January, showcasing the vital role farmers and the food supply chain play in delivering food produced to some of the highest standards in the world.

The campaign will reach 16 million main shoppers during the festive season, featuring in top seasonal programming to raise awareness and recognition for your hard work.



The stats behind the scenes:

What's more, our latest research with 10,000 UK shoppers, highlights just how impactful Red Tractor is:

- Red Tractor remains the most recognised and trusted food assurance marque in the UK.
- The Red Tractor logo on-pack is a key signpost of quality, with two-thirds of shoppers associating it with higher standards—twice as many as those who associate the Union Flag with quality.
- When shopping, our logo is the third thing consumers notice after the product descriptor and image, showing its influence on purchase decisions.

The potential of Red Tractor is not limited to just the UK.

Our research among 5,000 international shoppers in key potential export markets shows that Red Tractor certification builds trust and increases their likelihood of buying British products.

This visibility and consumer trust are invaluable in supporting farmers like you and showcasing the outstanding care and quality that define Red Tractor standards.

Stuart Houston has a message that could save lives. It's not a typical chairman's note and speaks to an issue that too often goes ignored. Stuart is sharing his story not to draw sympathy but to sound a wake-up call for all of us, especially the men, who might brush off their health as something that can wait until "next time."



**PROSTATE
CANCER UK**

A message from our Pig Sector Chair

My Prostate and Me

I know it's not a very original title, but I'm on a mission. If you would bear with me through this little story, there's a strong message at the end because farming and country folk are often too focused on their livestock and crops to look after themselves. You can't do that if you end up unwell unnecessarily!

I was due my usual practice nurse annual look at blood pressure etc. at the end of September. and my wife, Janet nagged me into asking for a PSA test (prostate specific antigen).

The nurse reluctantly agreed to do it for me and the surgery called me the next day to tell me that the score was very high (80.4 where normal is 4) and that they'd referred me to Harrogate Hospital Urology Department. I had no symptoms at all and would never have known if Janet hadn't insisted that I asked for the test.

Within a couple of days, they fixed me up with a bone scan (in the Nuclear Scanning Unit. What!) on the 11th of October and we were back in Harrogate for the results on the 21st.



Advanced prostate cancer was confirmed, which meant that it had spread beyond the prostate. It was a bit weird seeing your own skeleton on screen with little black dots that shouldn't be there!

Because of the high score Janet and I were prepared for the worst and focused on what comes next and I'm pleased to say that they started me on hormone therapy that very day. The treatment consisted of 4 weeks on pills with an injection midway and which is to be repeated every 3 months for the rest of my life. I liked that last bit because it sounded longer term and made me comfortable to start reading a long book.

The Consultant explained that the male hormone, testosterone, actually encourages cancer growth, and the purpose of the treatment was to reduce then stop the body producing the male hormone.

Maybe you can guess what's coming next! I'm already having hot flushes (Janet smiles), the size of my boobs may increase, and my willie was likely to get smaller. I can hardly find it now on a cold night at a football match at the Stadium of Light! On the plus side, I eventually might be able to multi-task!

Whatever you've heard about the NHS, their cancer stuff works like clockwork. They supplied explanatory pamphlets and introduced me to Macmillan nurses if I felt the need for support. I've read the information pamphlet from top to toe, and nowhere does it say that I have to stop drinking beer and wine. Get in!

They quickly organised a meeting between the Consultant, the Oncologist and the Radiographer to discuss what else they might support me with, and I had my first chemotherapy at the end of last month. It's clear that they can't cure the cancer, but they can control it without ruining quality of life.

So, I've told you all this because, as I said earlier, country folk are notorious for being too busy to look after themselves, as well as the "I don't want to know!" syndrome.

So, Lads, I need you to Man Up and go and Get A Test. Several of my mates in the industry have already taken up the challenge and come out fine. Now, a message for the Ladies. You need to start nagging your husband, partner, Dad, uncles and brothers to GET A TEST.



The test itself is not as definitive as most doctors would like and can miss the presence of cancer, so you need a bit of grit to insist on having the test. The trick is to catch it early. The survival rate then is almost 100%. The longer it's there, the more it sneaks about in the body causing longer term bother, so if you are around the age of 50 get tested regularly. This is especially the case if there is a history of prostate trouble in the family.

In my case, there were no symptoms, it was just Janet looking after me after stuff she'd seen on television.

So, just for me, Get Tested!

**GET SUPPORT FROM PROSTATE
CANCER UK**

Technical Updates:

2025 updates to Red Tractor
standards and member rules |
New guidance for Poultry
Passport training scheme users



Red Tractor has reviewed and updated standards in the livestock and Fresh Produce sectors, to reflect new legislation and challenges which the industry faces.

Co-created by your Sector Board representatives and industry and government stakeholders, Red Tractor has ensured that these changes are:

Relevant: By staying responsive to these changes, we are ensuring that you meet the highest standards for food safety, animal welfare, and environmental sustainability and ensuring that the Red Tractor logo remains a trusted symbol in a rapidly changing market.

Evidence based: It's important to reaffirm to you that updates to standards and guidance are always developed in close collaboration with a wide range of partners, including scientific and veterinary experts.

Consistent: Red Tractor will also be working with assessors, conducting training and feedback sessions to ensure the updated standards are applied consistently during assessments across all sectors.

Practical: This partnership approach ensures the standards reflect both practical on-farm realities and best practices in animal health and welfare management.



Dairy and Beef & Lamb scheme members: **Look out for your new Technical Briefings next month**

Veterinary Medicine Regulations (VMR)

Recent legislative changes to the UK's veterinary medicine practices apply to all veterinary medicines prescribed to all animals. The agriculture sector must respond to these changes.

Aimed at combatting antimicrobial resistance, key updates include stricter rules on the prophylactic (preventative) use of antibiotics, prohibiting their use apart from in exceptional cases supported by veterinary justification. There are also enhanced record-keeping requirements for vets prescribing medication, intended to promote transparency and evidence-based practices. Additionally, new protocols have been introduced for online dispensaries, written prescriptions, and withdrawal periods for medicines used in food-producing animals.

As a result, we've made a few minor adjustments to the animal medicines standards in our livestock Schemes.

These changes, effective from **1 February 2025** align with the revised Regulations that came into effect in May 2024 and help demonstrate the industry's commitment to responsible antibiotic use.

What this means for you:

While these updates don't necessarily require you to change your current practices, it's important to be aware of them. The new regulations and standards may indirectly affect you by influencing how medicines are prescribed - so staying informed is essential.

Additionally, updated guidance in the standards reflects the new legal requirement prohibiting vets from prescribing antibiotics for routine use or to address issues caused by poor hygiene, inadequate husbandry, or poor management on farms. This change emphasises the importance of proactive, responsible practices in animal health and husbandry.

Assessors will now check that prescriptions for medicated feed include essential details such as the ID of the animals being treated, the amount of feed prescribed, and the diagnosed condition being treated or prevented.

They will also confirm that the medicated feed has been used exactly as outlined in the prescription.

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This update to the VMR represents the biggest change to our legislation on veterinary medicines since 2013 and supports our stakeholders by removing unnecessary burden, whilst ensuring we have the oversight we need to protect our animals, our public health and our environment.

The Veterinary Medicine Directorate

VMR changes

How to prepare:

To prepare for your Red Tractor assessment, we recommend discussing with your vet how the following information will be recorded and shared to ensure it's ready to present during your Red Tractor assessment.

All livestock sectors:

For all livestock sectors, assessors will check for the vet's documented rationale for any antibiotics prescribed for prophylactic use.

This documentation could take various forms:

- an email or note from your vet
- details included on a written prescription or purchase record
- information stored in the vet's clinical notes (with a summary provided to you ahead of your audit)
- inclusion in your farm's health plan or group prophylaxis management review.

If antibiotics are prescribed for administration to a group of animals for disease prevention (e.g., in feed, water, or milk/milk replacer), assessors will now require a management review from your vet.

This review should identify the specific risk factors for disease on your farm and outline measures to control them, such as improvements in vaccination, biosecurity, hygiene, nutrition, or husbandry. The aim is to reduce reliance on antibiotics for group prophylaxis in the future.

Sector specific VMR changes:

VMR changes: Prophylaxis use of Antibiotics

For poultry members, the standards have been updated to allow the use of antibiotics for prophylaxis (preventing disease) in exceptional circumstances only.

This brings the standard in line with the legislation, and there is a new standard included in our pig and ruminant schemes to reflect this as well. Exceptional circumstances mean cases where the risk of infection is very high and the potential consequences of not using the antibiotics could be severe.

VMR changes: Dairy

For dairy members we will be requiring that dry cow therapy is included into both the Health Plan and the Health and Performance Review, ensuring that it becomes a regular point of discussion between the vet and farm members on an annual basis.

This update highlights the importance of proactive herd management, especially in preventing mastitis and promoting overall udder health during the dry period.

By including dry cow therapy in these key reviews, we aim to encourage best practices, ensure that treatments are appropriately tailored to each herd, and ultimately improve both the health and productivity of the cows.

This annual discussion will foster better communication between vets and farmers, supporting more informed decision-making and optimal herd care.



Recognising the DEFRA Animal Health and Welfare Pathway in Beef & Lamb standards

We are integrating the principles of the DEFRA Animal Health and Welfare Pathway into several of our beef & lamb standards.

Red Tractor fully supports Pathway's core purpose which is to support farmers in safeguarding the health and welfare of their animals while enhancing existing practices. It focuses on promoting sustainable farming practices, improving animal wellbeing, and ensuring a thriving, resilient livestock industry.

This update also highlights our commitment to reducing duplication by recognising a Pathway visit, helping farmers access tools, guidance, and support to meet these goals and to continue meeting the expectations of consumers, retailers, and global markets. For more information, visit [Animal Health and Welfare Pathway - GOV.UK](https://www.gov.uk/animal-health-welfare-pathway).



Proactive Measures for Antibiotic Stewardship in Dairy standards

Maintaining high standards of antibiotic stewardship is critical for dairy farmers and integral to protecting the reputation of the British dairy industry and safeguarding milk quality.

To support members in achieving this, from February 2025 our standards will stipulate that medicine training must be refreshed every five years, ensuring farmers and their staff, stay informed about the latest practices in responsible medicine use.

Furthermore, from this date if a member experiences two antibiotic residue failures within a rolling 12-month period, they will be required to complete either the [BCVA](#) or [Dairy UK](#) investigation form. This activity will help to identify the underlying causes and will enable the development of targeted actions to prevent future occurrences.

Updating Fresh Produce Standards: Benchmarking with GLOBALG.A.P.

To ensure we minimise audit burden and complexity wherever possible we have updated our Fresh Produce standards and adopted an optional module so as to maintain our benchmark against the GLOBALG.A.P. standards. We have also strengthened key areas where our Sector Board identified added value.

Starting 1 February 2025, updates to the core standards will enhance food safety and integrity. Members will need to consider risks related to food fraud and malicious crop contamination, provide a grievance mechanism for employees, conduct health and safety risk assessments, and demonstrate clear accident and emergency protocols.

We are also encouraging farms to contribute to climate change mitigation by recommending they have a greenhouse gas reduction plan. To enhance crop management transparency and accountability, those responsible for IPM must now receive proper training or advice. Farms are also required to record all applications to crops, including bio-stimulants and biological controls.

Simplifying Certification in Fresh Produce

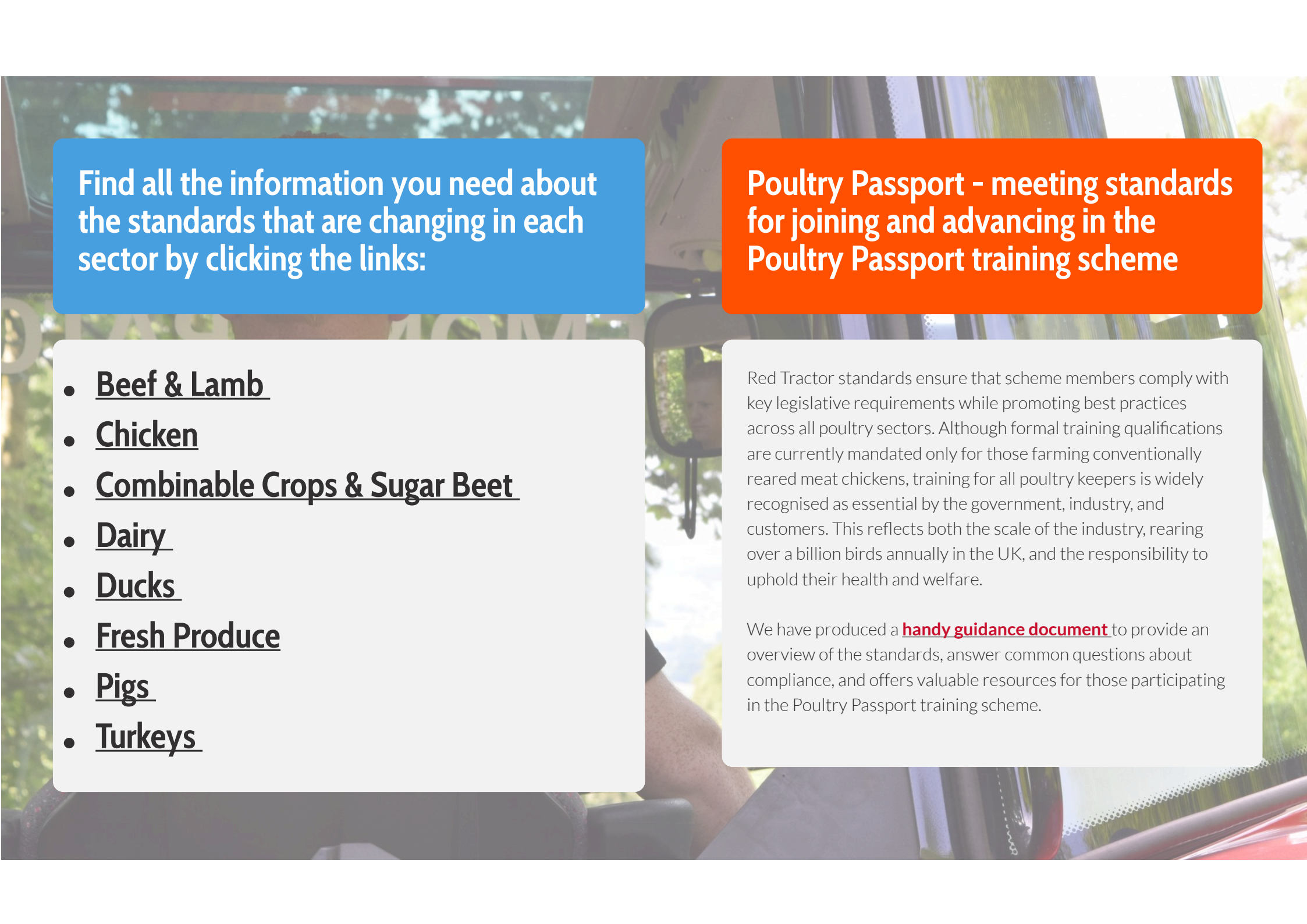
Our alignment with GLOBALG.A.P. IFA for Fruit & Vegetables (and Hops) enables fresh produce members to achieve dual certification through a single joint assessment. This reduces paperwork and minimizes audit disruptions by combining standards into one streamlined process.

A new section with six additional standards has been created for members requiring GLOBALG.A.P. certification. This opt-in approach ensures flexibility for farms that do not need this certification.

Click for more details:

Changes affecting Fresh Produce members can be found in the recent Fresh Produce Technical Briefing





Find all the information you need about the standards that are changing in each sector by clicking the links:

- [Beef & Lamb](#)
- [Chicken](#)
- [Combinable Crops & Sugar Beet](#)
- [Dairy](#)
- [Ducks](#)
- [Fresh Produce](#)
- [Pigs](#)
- [Turkeys](#)

Poultry Passport - meeting standards for joining and advancing in the Poultry Passport training scheme

Red Tractor standards ensure that scheme members comply with key legislative requirements while promoting best practices across all poultry sectors. Although formal training qualifications are currently mandated only for those farming conventionally reared meat chickens, training for all poultry keepers is widely recognised as essential by the government, industry, and customers. This reflects both the scale of the industry, rearing over a billion birds annually in the UK, and the responsibility to uphold their health and welfare.

We have produced a [**handy guidance document**](#) to provide an overview of the standards, answer common questions about compliance, and offers valuable resources for those participating in the Poultry Passport training scheme.

Enhancing Clarity: Refining the Red Tractor Member Rules

We're refining a few of the Red Tractor Member Rules to improve clarity, consistency, and accountability. This is to reduce ambiguity and prevent misinterpretation which in turn strengthens the integrity of our certification process.

One of the key changes is in Clause 2, which focuses on defining two essential roles within the member's business: the "Primary Contact" and the "Site Contact". These terms are clearly defined, with distinct roles assigned to each. The Primary Contact is the person responsible for managing Red Tractor-related activities such as payments, renewals, and overall communication with the certification body. On the other hand, the Site Contact is tasked with ensuring that Red Tractor standards are implemented consistently and practically on the ground, at the farm level.

The updates in Clause 15 build on this distinction, making it clear that the Primary Contact will hold the responsibility for ensuring that Site Contacts and other personnel (if applicable) understand their roles and what is expected of them under the Red Tractor certification. By assigning this responsibility to the Primary Contact, we are emphasising accountability and strengthening the link between day-to-day farm operations and the requirements of certification.

It is important to stress that on a lot of farms the same person will be responsible for all these activities and therefore a Site Contact only needs to be provided where the responsibilities are split. This is more likely to be in integrated businesses within the Poultry, Pig and Fresh Produce sectors.

At your next renewal, your certification body will request that you identify the individuals. For many farms, these two roles will be filled by the same person, but where it is not, the distinction is important for clarity.

Clauses 18 and 19 clarify when a farm needs to have separate memberships and how additional farm holdings should be registered with certification bodies. For dairy and dairy goat farms, the rules are now clearer that a separate membership is required for each milking premises. For poultry farms, a separate membership is necessary for each self-contained live poultry site, with specific criteria regarding stock management, operational control, and biosecurity. For pig farms, the rules now set clear limits on the number and size of additional units that can be registered to a breeding unit membership.

In Clause 29, the rule for membership renewal is also being refined to ensure that it aligns with real-world practices. We make it clear that sites which are temporarily not engaged in farming activities, such as those without livestock or crops, cannot renew their membership *if their assessment is overdue. Instead, these sites will need to reapply as new members once their farming activities resume and undergo a new assessment to regain their assured status.

[CLICK HERE FOR COPY OF THE NEW RULES THAT COME INTO FORCE ON 1 JANUARY 2025.](#)

On the Road

Red Tractor at the WTO, Lord Mayor's Show and farming events near you



Global Acclaim for Red Tractor: A Model for Food Safety and Agricultural Excellence

Red Tractor's Head of Operations, Philippa Wiltshire, addressed the World Trade Organisation in Geneva last month, spotlighting the success of Red Tractor's earned recognition agreement with the Food Standards Agency (FSA).

She explained how the initiative has supported improvements in food safety across the UK while easing the burden on farmers by reducing the duplication of audits.

Delegates from around the world lauded Red Tractor as a benchmark for agricultural and food safety standards, with many praising its work with the FSA as an innovative approach to regulatory cooperation.

They praised Red Tractor in its role as a model for fostering collaboration between regulators and industry, inspiring other nations to consider adopting similar frameworks.



Farmers receive warm welcome at Lord Mayor's Show

The vital role British farmers play in producing food for the nation was celebrated on the streets of London during this year's Lord Mayor's Show on Saturday 9 November.

Red Tractor was proud to join the NFU, the Worshipful Company of Farmers, Massey Ferguson and Surrey Docks City Farm to bring farming to the forefront of the show and champion the best of British food. We wanted to express our gratitude to the public for their continued support, especially during a time when the industry faces unprecedented challenges.

The enthusiastic response from this year's crowd reflected the strong public appreciation for farmers' contributions, both in providing food and in stewarding the countryside.

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At Red Tractor, we are proud to partner with farmers who produce food that is safe, traceable, and responsibly farmed. Participating in the Lord Mayor's Show is a wonderful opportunity to honour the hard work and dedication of farmers in providing high-quality food for the nation. As a farmer's daughter, it was fantastic to be able to share our story in the heart of the city celebrating the best of British farming.

Heather Davies, Red Tractor Communications Executive:



Listening to members

By engaging with members, through conferences, direct communications, and regular meetings, Red Tractor is listening. This active and ongoing engagement is critical so that we can address challenges collaboratively to ensure the certification process benefits everyone involved and aligns with the realities of fieldwork across all sectors.

At the British Peas & Beans Conference

The biennial British Peas & Beans Conference, returned to Boston in November 2024. During the conference, Sam Trevey, Red Tractor Fresh Produce Technical Manager delivered a key presentation focusing on assessments for Red Tractor vining pea growers.

Recognising the importance of relevance and practicality in

certification processes, Sam addressed an audience keen for dialogue about how assessments impact their operations. Sam highlighted that feedback from growers directly informs the development of Red Tractor's assessment processes, helping to avoid unnecessary burdens on members while still maintaining high standards.

At the Onion & Carrot Conference

Simon Thorpe, Senior Technical Manager participated in a panel discussion at the recent Onion & Carrot Conference, where he shared insights on what the future of assurance might look like.

During the session, he emphasised

the importance of assurance schemes in enhancing product quality, building consumer trust, and meeting regulatory standards while addressing the key challenges farmers face in implementing these frameworks, such as cost, complexity, and scalability.



Simon Thorpe (middle) at the Onion & Carrot Conference

At NFUS Scotland Milk Committee

Tim Lock, Red Tractor Dairy Sector Chair, and Jemma Holden, Red Tractor Technical Manager, recently held discussions with the NFU Scotland Milk Committee to explore key issues shaping the future of dairy assurance.

The meeting focused on Red Tractor's ongoing commitment to maintaining the highest standards for British dairy farming while addressing the evolving challenges faced by the sector.

The dialogue touched on the growing expectations of consumers and



retailers, the role of technology in auditing and data collection, and strategies for supporting dairy farmers to meet evolving requirements without adding undue burden. NFU Scotland Milk Committee members shared insights on the specific challenges and opportunities facing Scottish dairy farmers, emphasising the importance of collaboration between assurance bodies, farmers, and industry stakeholders.

The discussions reinforced Red Tractor's focus on a shared commitment with farmers to ensure that British dairy products remain trusted and competitive in both domestic and global markets.



Member Matters - Winter 2024

If you have any questions contact the Red Tractor team directly on memberhelp@redtractor.org.uk or 020 7630 3320

