



Member Matters:

February / March 2025

All the latest from Red Tractor



What's happening in your sectors?

Your updates from the Sector Board Chairs



Hear from your Sector Board Chairs

Your Sector Boards are made up of experts and representatives from each of the six farming sectors. They advise Red Tractor's Board of Directors on strategy, engaging the full range of stakeholders in decision making.

Following recent Sector Board meetings, we want to share key updates that will shape our work and strategy in the coming months.

A major focus was the Farm Assurance Review report—the first in 30 years. This comprehensive analysis of UK farm assurance schemes provided valuable insights, which were carefully reviewed at all Sector Boards. Representatives discussed how to address its recommendations, many of which require collaboration with other assurance schemes and key stakeholders.

The recommendations from the Sector Boards will be taken to the Red Tractor Board of Directors. We will share sector-specific details of responses when the Board publishes its official response later this month.

In the meantime, the Chair's of our Sector Board's share other key discussions from the meetings



Dairy: Tim Lock



Fresh Produce: Lucy MacLennan



Pigs: Grace O'Gorman, Pigs Technical Advisory Committee Chair, standing in for Stewart Houston



Poultry: Iain Gardner



Crops: Kit Papworth



Beef & Lamb: John Dracup

[Click on your Sector Chair's image to read their update](#)

Apply today: Red Tractor is looking for a new Crops Chair

Red Tractor Crops Chairman Kit Papworth has announced he will be stepping down from his role as Combinable Crops & Sugar Beet Sector Chair. This decision follows his election as chair of NFU Sugar.

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It is with a heavy heart that I will be stepping down from my role as a Red Tractor sector chair and a director of the company. I am a huge supporter of Red Tractor and farm assurance and will continue to champion its vital role in British agriculture at all levels of the industry.

As a farmer, responsible for several businesses, I am regrettably unable to commit to both roles. The new chair will be joining a fantastic team with a real opportunity to create positive change in farm assurance.

Kit Papworth, Red Tractor Crops Chairman

Alistair Mackintosh, Interim Chair of the Red Tractor Board commented: “It’s been an absolute pleasure to have Kit as chair of the sector board. He’s made a huge contribution to the development of Red Tractor’s programme, in particular through his open engagement with all stakeholders especially crops farmers. Kit has earned the full support of the members of the Crops Board who are unanimously disappointed to see him step down. We wish Kit all the best in his new role and are grateful to him for his ongoing support for Red Tractor as we recruit a new crops chair.”

Kit will remain chair for the Combinable Crops & Sugar Beet Sector Board for the immediate future and a clear, transparent recruitment process for his successor starts today.

The role of Red Tractor Combinable Crops and Sugar Beet Chair is now advertised on the [Red Tractor website](#), together with details of the [appointment process](#) as set out in Red Tractor’s governance procedures, which have been updated in light of the Cambell Tickell review.

The recruitment and appointment of the new sector board chair will be overseen by a subcommittee of the [Combinable Crops and Sugar Beet](#) Board and the Red Tractor Board’s Nominations Committee.



Kit Papworth, Red Tractor Crops Chairman



Featured Stories

- Mental health awareness
- Assessor training
- Red Tractor advertising success



4m shoppers reached by Red Tractor advertising in February & March

Red Tractor returned to TV screens across the UK in December, encouraging consumers to look for the Red Tractor when they shop.

During the festive period, our TV advertising campaign reached 27.3 million adults, featuring in popular shows such as 'I'm a Celebrity...Get Me Out of Here!' and 'The Masked Singer'.

Building on this momentum, our new digital display adverts will be appearing outside selected Tesco stores throughout February and March. These adverts will reach an estimated 3.9 million shoppers, ensuring Red Tractor is front of mind as they shop.

Our advertising continues to play a crucial role in strengthening awareness of Red Tractor; and building consumer understanding of the value of assured food, and the high standards that go into producing it.



Keeping up with your assessors

Throughout February, NSF one of our 4 certification bodies licensed to carry out Red Tractor audits, hosted several assessor engagement days in Telford, Wetherby, Huntingdon and Taunton.

Members of the Red Tractor compliance team attended these meetings to provide fundamental updates to assessors.

These engagement days are essential for ensuring assessors are aligned with Red Tractor standards, expectations, and ensure that the assessment process is consistent for all members. They also offer a valuable platform for assessors to share their knowledge and experiences, provide guidance to new assessors, and discuss various scenarios that have arisen.

Events such as these are key to maintaining assessor's awareness of the schemes and standards, they deliver assessments against.



This spring, Red Tractor will be hosting training days for dairy assessors to keep them updated with industry-recognised training around welfare assessments, delivered by the scheme owners Assurewel.

Training days offer an excellent opportunity for assessors to interact with Red Tractor technical and compliance teams in a forum where any questions regarding standards or other concerns can be raised. Red Tractor is keen to ensure the professionalism of the assessors is retained and recognised, and undertaking industry recognised training aids with this.

It has never been more important to Mind Your Head!

This February, we were proud to support the Farm Safety Foundation with its 8th annual Mind Your Head Campaign.

The Farm Safety Foundation brings together over 400 farming organisations from across the UK to raise awareness and drive change around mental health within the industry. This year, the campaign coincided with Valentines Day and therefore the theme was centred around resilience, positivity and love.



Watch: NFU Deputy President and Red Tractor Board Director David Exwood backs campaign

2024 was an extremely challenging year for the agricultural industry with challenging weather conditions affecting harvests, rising input costs and changes to government policy, these additional pressures have created a greater need for farm business owners and workers to take care of both their mental and physical health.

This campaign wishes to remind the industry that although there are bad days, there will also be good days. In the more challenging times, there is help available and normalising the conversations around how we feel and proactively seeking support is to be encouraged.

More information on the core themes of the campaign and support available can be found on the [Yellow Wellies website](#) and further resources for Red Tractor farmers can be found here, [visit our support hub](#).

Technical Updates

- Understanding compliance at your assessment
- Using the Red Tractor website



Understanding compliance at your assessment

During your assessment, compliance is measured against the full suite of Red Tractor standards, which vary by sector.

Regardless of sector, the standards are classed as different categories, such as key or normal. Your assessor will explain these during the opening meeting of your assessment.

Key standards are those where non-conformances can be classified as either major or minor. A major non-conformance indicates a total disregard for the requirements of the standard, whereas a minor non-conformance means that not all elements of the standard can be demonstrated as compliant.

Other standards, which are not labelled as key, are assessed simply - either compliant or non-compliant - without further classification.

Explaining the Risk-Based approach:

In the pigs, poultry, and dairy sectors, Red Tractor has collaborated with our licensed Certification Bodies to implement a risk-based approach to assessment. This system considers the overall compliance of a farm or site by looking at the number and nature of non-conformances recorded during an assessment.

However, the non-conformance levels noted in your assessment report do not reflect this risk-based rating system. Instead, they indicate only whether a particular standard is classified as key within the scheme.

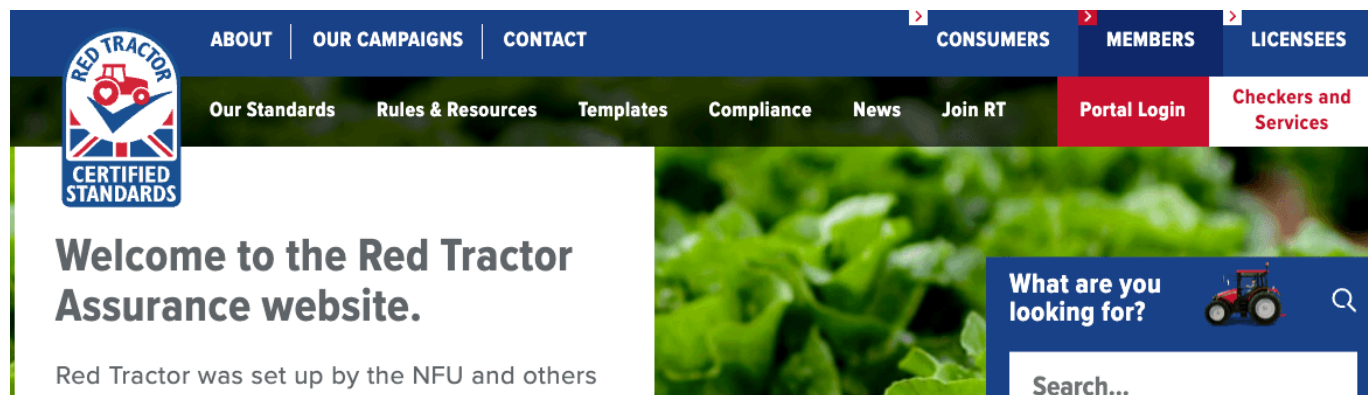
FOR FURTHER DETAILS ABOUT OUR RISK-BASED RULES, VISIT THE RED TRACTOR WEBSITE.

	Rating/Detail on report	Definition	Impact
Key Standard	Major Non-conformance	Total disregard for requirements of standard.	Certification may be suspended immediately
	Minor Non-conformance	Compliance with some elements of standard not able to be demonstrated.	Corrective evidence will be required to demonstrate compliance with the requirements of the standard. +
Normal standard	Non-conformance/ <u>Non-compliant</u>	Compliance with all or some elements of standard not able to be demonstrated.	Corrective evidence will be required to demonstrate compliance with the requirements of the standard. +
Recommendation	Not met/Non-conformance	This is not a standard and a non-conformance raised will not affect your certification.	Will not affect your certification*

+ Certification Body retain the right to suspend the certification if the number of Non-conformances

Click to zoom: Compliance with standards explained

Navigating Red Tractor's Website: Your One-Stop Resource for Standards and Support



The [Red Tractor Assurance website](#) is an essential resource for members, providing easy access to all our standards and a wide range of support materials.

Whether you need a copy of the standards or an appendix or want to download one of our templates for managing farm records, everything is available in one convenient location.

Our standards for each scheme are easily accessible and can be viewed directly on your screen. You also have the option to download the standards document and print it at home for convenience. Simply navigate to the scheme you are interested in and choose the standards document to download and print at home.

To quickly find templates, appendices, or guidance related to a specific standard, simply scroll to the bottom of the relevant standard page and select the appropriate tab.

Reminder: Buying fertiliser? Make sure your ID is up to date

It is now a legal requirement for farmers to prove their identity to suppliers as part of tighter regulations designed to prevent AN fertiliser from falling into the hands of terrorists and other criminals.

Agricultural suppliers are legally obliged to confirm the identity of a customer and keep a record of their photo ID and statement that they are a professional user of fertiliser before AN fertiliser can be sold, regardless of any prior relationship between supplier and farmer.

This information must be updated every 18 months.

Members should ensure their ID details are up to date with their suppliers to avoid any delays in purchasing regulated fertilisers.

Industry News

- New Dairy Adjudicator
- Medicine Hub
- Defra seeking views of cattle farmers



Appointment of adjudicator to support dairy producers

To improve fairness in the dairy supply chain, the Fair Dealings Obligations (Milk) Regulations (FDOM24) were introduced in 2024.

These rules aim to bring clarity to milk purchase contracts and ensure better protection for dairy farmers. To enforce these regulations, the role of Agricultural Supply Chain Adjudicator (ASCA) was established, with Richard Thompson appointed in autumn 2024.

What is FDOM24?

FDOM24 sets clear guidelines for milk purchase contracts, ensuring transparency and fairness for both producers and processors.

Encouraging positive change

Beyond resolving complaints, the role of the ASCA is to focus on promoting best practices and fostering a culture of fairness in the industry. By engaging with producers, purchasers, and stakeholders, the Adjudicator can encourage transparency and prevent issues before they arise.

The appointment of the ASCA represents a significant step toward a fairer, more transparent dairy industry. With FDOM24 in place, producers should expect clearer contracts, better protection, and a more equitable relationship with purchasers.

FOR MORE DETAILS ON FDOM24 AND HOW TO FILE A COMPLAINT, VISIT THE GOV.UK WEBSITE HERE.

Key provisions include:

- Contracts must be in writing, signed by both parties.
- Clear terms on pricing, contract duration, termination, and dispute resolution are required.
- All contracts must meet these standards by 9 July 2025.

These regulations aim to provide a clearer and more transparent framework for the dairy industry.

How can dairy producers raise a complaint?

Producers can file a complaint if:

- They don't have a written contract.
- Their contract is missing required terms or includes terms that violate the regulations.
- The purchaser uses a variable price and doesn't explain changes within 7 days.

The ASCA can impose fines up to 1% of the purchaser's turnover and may require compensation for the producer.

Attention cattle farmers: quick survey – your input needed!

Defra is asking all cattle farmers to take part in a short survey - it's just 7 quick questions and takes less than 10 minutes to complete.

This survey will support the UK's application for BSE negligible risk status, recognised by the World Organisation for Animal Health. Achieving this status will boost international trade for British beef and feed products, benefiting the entire industry.

They need to understand what types of feed storage units are used on farms and their age. The more farmers take part, the better the picture they get of the whole industry.

Take the survey here:

[ENGLISH VERSION](#)

[WELSH VERSION](#)

Have you heard about the Medicine Hub?

Backed by widespread industry support, AHDB launched the Med Hub in 2020. It's a secure online platform for recording antibiotic use in ruminants.

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. 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.

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.

[REGISTER FOR THE MED HUB HERE](#)

On The Road

- NFU Conference
- Educating the next generation
- Dairy Tech
- Agricultural Secretaries Conference



NFU Conference

The Red Tractor team were pleased to engage with members and key stakeholders during the recent National Farmers' Union (NFU) Conference held in London.

The team uses events like these to meet with and listen to views of members and farming representatives. They are an invaluable opportunity for open dialogue discussing industry challenges, sharing insights, and strengthening relationships.



Red Tractor at Dairy Tech



Members of the Red Tractor compliance team recently attended Dairy Tech - the UK's industry leading dairy show.

Showcasing the latest product launches, innovations and technology the show featured solutions that are shaping the future of dairy production. In the Innovation Hub, discussions highlighted the role data sharing can play, including vet input permissions, farm app reliability and widespread adoption of the [Medicine Hub](#) (Med Hub) to boost industry reputation.

Myerscough College: educating the next generation



Compliance Manager Kate Cross recently spoke to agriculture students at Myerscough College, offering an insightful look into Red Tractor's role in the food and farming industry.

During her talk, Kate emphasised how Red Tractor's rigorous standards underpin consumer confidence in British produce by ensuring high levels of food safety and animal welfare. She highlighted the importance of transparency in farming practices and how Red Tractor certification plays a crucial role in maintaining trust between farmers and consumers.

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Bringing in industry speakers helps ensure our students get to hear first-hand about the differing aspects of working in the agricultural sector.

Being able to engage with Red Tractor on the how, what and why of both standards development and assessment gives our students that knowledge that they can discuss these points with their employers

Hamad Saeed, Lecturer in Agriculture at Myerscough



Supporting smooth farm operations: Red Tractor's engagement with agricultural secretaries

Engaging with agricultural secretaries and administrators is a great way for Red Tractor to help members run efficient farm and business operations.

These professionals manage critical paperwork for farms, agricultural businesses, and rural enterprises, which includes the provision of detail that relates to compliance with Red Tractor standards.

Acknowledging their vital role, Red Tractor recently participated in the Institute of Agricultural Secretaries and Administrators annual national conference. Technical Manager Jemma Holden delivered a presentation covering Red Tractor's history, the development of its standards, and the logo licensing process. She also offered practical tips on avoiding common non-conformances and how to swiftly address any that arise - helping members stay compliant.



Thank you for reading
**Member Matters - February/
March 2025**

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

