



# MEMBER MATTERS

News and updates from your Red Tractor Assurance team

SPRING 2025

## Special edition: Red Tractor's response to the Farm Assurance Review

Dear Member,

This special edition of Member Matters is a pivotal one. It follows an intense period of reflection and consultation by Red Tractor's Board on what we can - and must - do to address the recommendations of the Farm Assurance Review and the deep frustrations expressed by producers.

I want to take a moment to reassure you that everyone involved with Red Tractor genuinely welcomes this independent review, and is deeply committed to making tangible, positive changes that truly benefit you.

The Farm Assurance Review highlights the substantial benefits of farm assurance – including ensuring consistency, quality and consumer trust - but it also tells us that we can do much better for farmers. There is a clear disconnect between what many farmers experience and Red Tractor's purpose to deliver value to British food and farming. We hear you.

As a proud Red Tractor farmer myself, I understand the pressures you face. The world of farming is evolving, and farm assurance must evolve with it – reflecting the needs of farmers.

Our focus now is on delivering real, positive change that balances the need for high standards with a system that works better for farmers and delivers reassurance to customers.

The Red Tractor Board, which includes farmers, the NFU, AHDB, retailers, processors, and independent experts, has carefully considered each of the nine strategic and 56 detailed recommendations set out by the Review's independent commissioners. Our responses, detailed over the page and on our website, take onboard feedback and views from members of our six Sector Boards, many of whom are farmers themselves.

Delivering these changes is our



priority, and we strongly believe our response provides a clear action plan for progress. One that we will be measured against – and that we hope will open the door to collaboration with others where needed.

Over the coming months we'll be hosting events to share the details of our plans and to listen to your feedback. I look forward to meeting you at some of these.

Thank you for your dedication, your hard work, and your continued support.

With appreciation,  
**Alistair Mackintosh, Interim Chair**



**Find out more** about how Red Tractor is responding to the Farm Assurance Review

### Join the discussion

Join our webinar **'Digging into the Detail – Red Tractor's response to the Farm Assurance Review'** to hear key takeaways from the Review and what they mean for you. This is your chance to hear about the changes, share your views and ask questions.

**When: Monday 28th April, 7pm**



Scan to sign up





# MEMBER MATTERS

## Red Tractor's commitment to change: A turning point for UK farm assurance

The publication of the once-in-a-generation Farm Assurance Review, sponsored by AHDB and the UK's farming unions, has been seen by many as a 'reset moment' for farm assurance in the UK. Red Tractor has embraced the review's findings and committed to an ambitious programme of change, aimed at better serving farmers and producers.

### **An action plan for change**

The Red Tractor Board of Directors, a coalition of farmers, the National Farmers' Union (NFU), the Agriculture and Horticulture Development Board (AHDB), retailers, processors, and independent experts, has officially welcomed the recommendations of the Farm Assurance Review. Their collective response signals a commitment to reshaping the way Red Tractor operates, ensuring it is fit for the future.

Red Tractor has addressed all nine strategic recommendations from the review's independent commissioners and has outlined the actions it will

take towards delivering those of the 56 recommendations directed at farm assurance schemes. This process follows extensive discussions with Red Tractor's Sector Board representatives and industry experts to ensure all perspectives were considered.

### **Listening to farmers, driving change**

The review process was driven by feedback from farmers who expressed their frustrations with the current system. The Board acknowledged that more can be done to ensure farmers feel consulted, listened to and able to influence decision-making. It welcomed the Review as an opportunity to reset relationships with farmers.

**"All involved with Red Tractor want farmers to feel heard, involved and proud to be part of Red Tractor."**

**Alistair Mackintosh, interim Chair of the Red Tractor Board, reaffirmed this commitment:**

*"All involved with Red Tractor want farmers to feel heard, involved and proud to be part of Red Tractor. Our detailed response is testament to our genuine commitment to deliver real change for farmers."*

*"The Farm Assurance Review has offered us the opportunity to take stock of how assurance does and doesn't work for producers, and a renewed focus on delivering tangible, positive change for them."*

*"Our commitments balance rigour and speed while also ensuring Red Tractor continues to deliver value for farmers and reassurance to customers."*



## Immediate actions and long-term goals

To ensure rapid improvements, Red Tractor has already begun working on:

- **Enhancing audit efficiency** to reduce the burden on farmers.
- **Leveraging new technology** to improve efficiency and ease demonstrating compliance.
- **Strengthening communication** with farmers and growers, ensuring they remain at the heart of decision-making.
- **Reviewing Standards** to remove duplication and complexity.

## A collaborative effort

The commitment to change is shared by industry leaders.

*"I welcome the positive response to the Farm Assurance Review from Red Tractor and the input from all the Sector Boards. It demonstrates a desire to listen and make changes where appropriate. The key now is that we collectively use this opportunity as a reset moment, giving farmers a stronger voice in assurance, delivering better outcomes for everyone involved. I feel we are now on the right track, ready to make positive changes at pace."*

**David Exwood, NFU Deputy President**

*"The Farm Assurance Review has given the industry the firepower to drive positive change. The response to this report from Red Tractor demonstrates their clear commitment to improvement. The actions outlined are significant in ensuring the future success of assurance."*

**Will Jackson, Industry Director, AHDB**

*"On behalf of BMPA and its membership I welcome the FAR and the opportunity to deliver material change for a modern, efficient and valued farm assurance system that delivers benefits for the whole supply chain. Key within this is resetting relationships with the farming community as equitable partners that are invested in delivering assurance that is agile to meet changing needs, eases the audit burden and makes greater use of technology. I look forward to using our position along*

**Jim Moseley, Red Tractor CEO, emphasised the importance of this moment:**

*"This review is a turning point for farm assurance in the UK. It is a call to action for all farm assurance schemes to deliver better outcomes for farmers and producers.*

*"Where possible, Red Tractor has committed to immediate action, prioritising improvements where we can have most impact.*

*"For more complex issues where there is a need or opportunity to work with others, Red Tractor has already written to those involved to offer collaboration and looks forward to working with them if requested to do so."*

*with the rest of the board to seize this opportunity to deliver the much-needed actions committed to by the Red Tractor Board and leadership team as part of the FAR review."*

**Dean Holroyd, Industry Director, British Meat Processing Association**

*"Retailers support Red Tractor because it assures customers of the high standard of care that goes into producing British food. However, for standards to work effectively, the farming sector must be engaged,*

*listened to and well-understood. The Farm Assurance Review has helped surface key issues that all assurance schemes need to prioritise. The Red Tractor Board's response has the collective endorsement of all Board representatives, including retail, and is one that I hope will be welcomed as we work hard to deliver our immediate and future commitments."*

**Sophie Throup, Industry Director, British Retail Consortium**

## Accountability and transparency

To ensure that these commitments lead to tangible improvements, Dr. David Llewellyn, the lead commissioner of the review, has been appointed to independently monitor progress made by all tasked with actions. Red Tractor will provide regular updates to Dr. Llewellyn and publish progress reports on our website.

## Looking forward

In the coming months, Red Tractor will be setting up opportunities to discuss plans more widely and hear thoughts and ideas from farmers and stakeholders about the direction of travel. These will include feedback via our website, webinars and face-to-face meetings around the country. We look forward to meeting you at these. Stay informed about these at [redtractor.org.uk/FAR](https://redtractor.org.uk/FAR), and let's move ahead together to build a stronger Red Tractor for everyone.





# MEMBER MATTERS




## Transforming farm assurance: Red Tractor's plan for change

The table below sets out Red Tractor's response to each of the nine strategic recommendations made by the Farm Assurance Review, highlighting those that are a priority to our organisation.


STRATEGIC RECOMMENDATION	RED TRACTOR'S RESPONSE
<p><b>1.</b> On-farm audits must be reduced, simplified and delivered more consistently</p>	<p><b>PRIORITY FOR RED TRACTOR</b> Red Tractor fully supports this recommendation. We want farmers to experience real change with smarter risk-based audits which reduce burden. We are committed to prioritising the relevant recommendations in partnership with our certification bodies, assessors and other schemes to ensure audits to Red Tractor's standards are consistent, simplified, meaningful and as efficient as possible.</p>
<p><b>2.</b> There must be a transformational step forward in embracing technology and managing data to deliver more effective farm assurance with greater added value for all</p>	<p><b>PRIORITY FOR RED TRACTOR</b> Red Tractor fully supports this recommendation and is committed to investing in and embracing technology and improving data management. This will start with the roll out of initial developments to the Red Tractor Portal to improve the functionality for members and assessors. We have started to seek views from stakeholders on which data integration options should be prioritised and piloted.</p>
<p><b>3.</b> Farm assurance schemes need to reset and/or restate their decision-making structures to establish farmers as the driving voice in standards development</p>	<p><b>PRIORITY FOR RED TRACTOR</b> The input and contribution that farmers make to the development of our standards, governance structures and on our Board is of vital importance to Red Tractor. We acknowledge that more can be done to ensure farmers feel consulted, listened to and able to influence decision-making. However, our Board and Sector Boards agree that as a whole supply chain assurance scheme, it's important that decision making is a collaborative process balanced between all stakeholders - this was also recognised by the Campbell Tickell Review.</p>
<p><b>4.</b> A new industry-led initiative must set out the future environmental ambitions for farm assurance, establishing this as an area of competitive advantage for UK farming</p>	<p>Red Tractor accepts this really important area is for others to lead and is ready to support the sectors to help meet the environmental ambitions of UK farming, but only if we are asked to do so by all stakeholders within the sector.</p>
<p><b>5.</b> The inclusion of regulatory requirements within farm assurance standards and audits should be conditional on government and regulators agreeing a form of 'earned recognition'</p>	<p>Red Tractor welcomes the suggestion of inclusion of earned recognition in government policies and agrees this important area requires a cross-industry approach to open the door. We would welcome the opportunity to work with regulatory agencies to identify further opportunities for earned recognition that would reduce audit burden for Red Tractor assured farms. We do not agree with the broad statement that regulatory requirements should only be included in farm assurance standards in return for Government 'earned recognition' as many of these will also be vital to deliver core elements of assurance (e.g. food safety, animal welfare, traceability etc) and the right approach will differ depending on the sector.</p>
<p><b>6.</b> There must be greater coordination in the way in which farm assurance operates across the UK nations</p>	<p>Red Tractor is committed to ongoing collaboration with Welsh, Scottish, and Northern Irish farming bodies and assurance schemes to ensure we understand and reflect devolved regulatory requirements in our scheme, maximise efficiency across the different assurance operations and identify opportunities for earned recognition of common standards.</p>


<p><b>7.</b> Farm assurance schemes must better position the UK farming industry in world food markets and in competition with imported food</p>	<p>Red Tractor agrees this is an important area for the UK farming industry and looks forward to working with AHDB, farming unions and organisations, farmers, processors and government to promote British food both overseas and in the UK. We recognise this is particularly important for the crops sector and are committed to playing our part to establish how best to address the import equivalence challenge for that sector. We welcome the recommendations for others to lead to provide more transparency about standards for imported food.</p>
<p><b>8.</b> All farm assurance schemes must review, and, where necessary, improve their methods of communication with the farming industry</p>	<p><b>PRIORITY FOR RED TRACTOR</b>  Red Tractor is totally committed to ensuring that farmers see, hear and feel real change. We are also focusing on improving how we communicate, particularly with farmers and growers, and embedding this into our leadership culture. We will implement a new communications strategy focused on building trust and engagement with farmers.</p>
<p><b>9.</b> The RT scheme must complete the implementation of recommendations in the Campbell Tickell report</p>	<p><b>PRIORITY FOR RED TRACTOR</b>  Since the publication of the Campbell Tickell report we've published a Governance Handbook, introduced a Board Member Code of Conduct, developed a process for Directors' appraisals and reviewed the Risk Register. We will publish a briefing on how we've delivered the governance recommendations from the report by the end of May 2025.</p>


The strategic recommendations in the Farm Assurance Review report are supported by 56 more specific, detailed recommendations. Red Tractor has provided a response to each of these, outlining the actions we will take to deliver the recommendations directed to Red Tractor. These include:


 **Farmer communications:** Launching a comprehensive farmer engagement strategy ensuring that farmers see, hear and feel real change. We will work closely with farmer-focused organisations and farmer representatives to understand how to better engage with farmers. We will also report regularly on our efforts to deliver the recommendations of the Farm Assurance Review as part of this commitment.


 **Supporting farmers in a digital world:** Continuing to improve and develop our online portal, particularly for members and to include integrated businesses with multiple farms, ensuring that everyone can benefit from reduced on-farm audit times, less paperwork and a 'tell us once' principle.


 **Farmer wellbeing:** Appointing a director with specific responsibility for overseeing how Red Tractor contributes to, and is sensitive to, farmer wellbeing. This role will include ensuring assessors and Red Tractor have appropriate training to support farmers.


 **Delivering on the Campbell Tickell Review:** In May 2025, we will publish a report detailing how we've taken onboard the recommendations of the Campbell Tickell report which focused on Red Tractor's governance and decisions making.

 **Smarter audits:** Working towards integrating joint assessments where possible and not currently done, reducing duplication and improving efficiency. Plus, we will develop sector-specific roadmaps to ensure Red Tractor's assurance framework moves to adopt a risk-based approach to assessments.

 **Clear appeals, complaints and sanctions:** The Review highlighted elements of schemes which are important to farmers so we will review and publish clear information and guidance to ensure they know how to appeal audit outcomes, make complaints if necessary and demonstrate sanctions where necessary are proportionate.

 **Best practices for assessors:** Working with Certification Bodies we will ensure assessors are trained on interpersonal skills and that all procedures are followed consistently. We will be transparent by publishing details of our Assessor Protocol and Training Programme

 **Collaboration:** Many of the recommendations in the Review identify multiple organisations, including other farm assurance schemes, farming unions, AHDB and government, to work together or lead delivery. Red Tractor has written to these organisations to offer collaboration and support where requested.

 **Find out more**  
about how Red Tractor is responding to the Farm Assurance Review





# MEMBER MATTERS

## Red Tractor’s collaborative governance: Ensuring representation and transparency

The Farm Assurance Review underscores farmers vital role within Red Tractor’s governance. Through its governance structure, farmer perspectives already shape and maintain Red Tractor’s standards, ensuring farmers’ interests are central to decision-making. Our Boards bring together people with diverse expertise across farming, retail, food service, and processing sectors. This inclusivity ensures that decision-making is well-informed and considers the voices of those who contribute to and rely on Red Tractor’s assurance scheme.

### Farmer representation matters

Our representative Sector Boards ensure that decision-making is not only comprehensive but also equitable. However, as highlighted in the Farm Assurance Review, there is more we can do to ensure farmers have confidence their concerns and views are understood and addressed. We recognise that some farmers do not feel their voices are heard. To address this, we will review the Sector Board Terms of Reference covering the structure of each Sector Board, how members are recruited and appointed, and their duties outlined to both represent their sector and disseminate information back from Red Tractor. The Terms of Reference will particularly examine how Red Tractor and those on our Sector Boards can be more transparent and engage with the wider farming community more thoroughly.

Sector Board Terms of Reference will be reviewed by July 2025.

### Farmer representatives on our Sector Boards, and comments from their Chairs on the Farm Assurance Review

#### Beef & Lamb

Farmer representatives:

- Bryan Griffiths, NSA
- David Morgan, NFU
- Ben Harman, NBA



*John Dracup, Beef & Lamb Sector Board Chair and farmer:*

“An independent review is not always a comfortable experience

for any industry, but the Farm Assurance Review has created an opportunity for Red Tractor to look at existing practices and embrace change, providing the opportunity to implement new ways of working. This is especially important to the Beef & Lamb sector where communication and representation are key.

“Red Tractor has engaged with and seriously considered its response, which is to embrace the recommendations and implement them through collaboration with our stakeholders. Some of the recommendations may be challenging, uncomfortable and not popular with all, but recommendations cannot be viewed in isolation all the recommendations of the report need to be considered.”



#### Combinable Crops and Sugar Beet

Farmer representatives:

- Jamie Burrows, NFU
- James Mills, NFU
- Matt Culley, NFU



*Crops Sector Chair and farmer, Kit Papworth:*

“The UK FAR calls for action on all parts of the combinable crops

sector which, as chair of the Red Tractor Combinable Crops and Sugar Beet Board, I fully support. It also signals the opportunity for us to re-engage with farmers, rebuilding trust and confidence. Red Tractor will undertake all of the steps suggested of it in the UKFAR.

“Combinable crops is the only sector singled out for specific recommendations with wider crops supply chain organisations and AHDB identified to lead this work. The RT team is fully committed to helping and supporting all these stakeholders to establish how best to address the import equivalence challenge for the sector.”



## Fresh Produce

Farmer representatives:

- **Tim Casey, Grower**
- **Phil Pearson, Grower**
- **Jan Redpath, NFUS**
- **Stephen Shields, NFU**

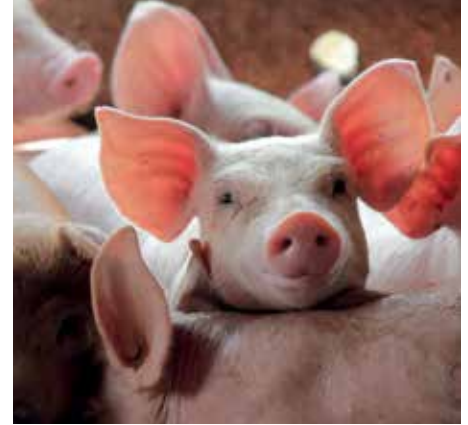


**Fresh Produce Chair, Lucy MacLennan:** “The Fresh Produce Sector Board unanimously welcomed the findings

from the Farm Assurance Review.

Audit burden has become an overwhelming issue for the sector and the Board are eager to work collaboratively to address this. Indeed, there is appetite to broaden the scope of activity beyond the burden from assurance schemes to include additional retailer and brand audit requirements.

It is essential that the industry works together to eliminate unnecessary duplication which adds both stress and cost to a sector that is under unsustainable strain. There is enormous potential for Red Tractor to lead the change that is needed, through harnessing its unique position and better utilising technology such as its online portal. It is also necessary to recognise the role of certification bodies in this activity and to ensure that they are actively included in the development of appropriate solutions.”



## Poultry

Farmer representatives:

- **Jonty Hay, NFU**
- **James Mottershead, NFU**



**Poultry Sector Chair, Iain Gardner:** “I am looking forward to working with the Poultry Sector Board to improve communications with farmers, increase the consistency of audits and improve technology to reduce audit burden.”

## Pigs

We do not publicly disclose the names of the farmers on our pig Sector Board due to the risk of activists impacting on them and their businesses. This ensures your representatives can operate without undue pressure. We have four producers on the board – 3 indoor and 1 outdoor, one of which represents National Pig Association (and is also a member of their Pig Industry Group) and one of which represents the Ulster Farming Union.



**Pigs Sector Chair, Stewart Houston:** “The Pig Sector Board is dedicated to delivering the relevant recommendations listed in the Farm Assurance Review. Working with our processor and retail colleagues we will invest in a particular focus on reducing audit duplication and refining standards, including new standards to meet the whole industry's needs.”

## Dairy

Farmer representatives:

- **Ian Harvey, NFU England & Wales**
- **Murray Patrick, NFU Scotland**
- **Mervyn Gordon, UFU**
- **Jonathan Wilkinson, NFU England & Wales**



**Dairy Sector Chair and farmer Tim Lock:** “In the dairy sector the Farm Assurance Review

provides a useful platform from which Red Tractor can redouble its commitment to engage with farmers across all four nations of the United Kingdom, in order to reduce audit burden on farm without diminishing the rigour of our standards. This point in time will be a valuable reference point to measure progress towards those goals.”



**Scan to read** summaries of the Sector Board meetings on the Farm Assurance Review

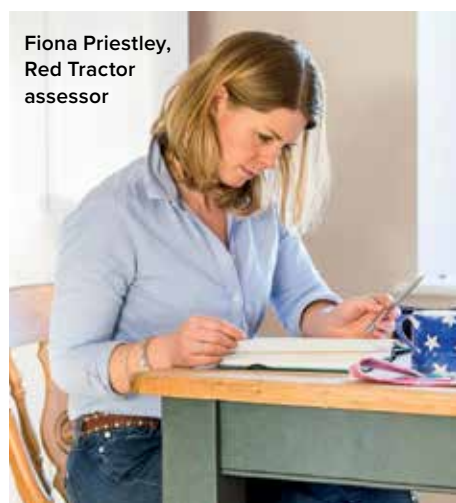




# MEMBER MATTERS

## Did you know? New portal features make your life easier

The Red Tractor Portal is our online platform for you to manage compliance with the standards. You can upload documents, track requirements, and prepare for your assessment. Assessors use it to review evidence before visiting the farm. As part of our response to the Farm Assurance Review, we are committing to improve and develop our online portal even more than we have already, ensuring that everyone can benefit from reduced on-farm audit times and less paperwork.



Fiona Priestley,  
Red Tractor  
assessor

Fiona Priestley, a Red Tractor assessor, encourages farmers and assessors to take full advantage of the portal:

*"I believe the Red Tractor portal provides a real opportunity for farmers and assessors to collaborate more effectively, making the process more flexible and time efficient. The recent improvements have made it easier for me as an assessor.*

*By allowing farmers and growers to upload documents in advance, the portal helps spread the audit workload, reducing the pressure on the farmer of having to complete everything during the on-farm visit. This not only saves valuable time but also streamlines the process, making audits smoother and more manageable.*

### What the Farm Assurance Review says:

- Auditors must be mandated to review their scheme's online portal prior to their audit visit to review documentation placed on the portal by the farm business, then focus on any missing documentation and reviewing farming practice
- Farm assurance schemes must ensure that they have a portal, or similar data repository, which can be used by scheme members to host information required during their audit visit.

*The more farmers and assessors make use of the portal, the greater the benefit - less time spent on paperwork, fewer disruptions on the farm, and a more efficient system overall. I see this as a great step forward in easing the burden on producers, and I would encourage everyone to make the most of it!"*

We're always working to improve the portal to make it easier for you to manage your requirements and documents. Here are some exciting new features in response to member feedback designed to streamline your experience:

#### **Mark requirements as "Not applicable"**

Some requirements might not apply to your farm. Now, you can mark them as "Not Applicable" - if no documents have been uploaded - so you can focus on what truly matters to your site.

#### **Leave comments on requirements**

Need to highlight that an uploaded document already covers multiple requirements? Members can now

add comments to clarify this, helping ensure assessors see the full picture. Assessors won't be able to edit or respond, keeping your notes clear and unchanged.

#### **Set expiry dates for documents**

Some evidence has an expiration date. The portal now prompts you to enter expiry dates when uploading, helping you stay on top of these kind of documents and ensuring nothing slips through the cracks.

#### **Smarter, site-specific checklists**

With multiple schemes and overlapping requirements, it's easy to lose track. The new Smart Requirement Checklist dynamically updates based on your site's memberships, providing a tailored, printable list of what you need.

#### **Mass assign documents in one click**

Added a new sector to your membership? Instead of uploading the same documents repeatedly, use the Mass Assign Tool to quickly apply existing evidence to multiple sectors—saving you time and effort.

**"The Red Tractor Portal provides a real opportunity for farmers and assessors to collaborate more effectively, making the process more flexible and time efficient."**



## Enhancing portal efficiency for assessors

The portal must function well for everyone involved in the process to ensure a smooth assessment experience. So, we have improved the assessor features of the platform too. Documents are now listed in a single view, allowing assessors to easily identify available materials and report objective evidence against standards.

You should only upload documents once and name them appropriately so assessors can reference relevant details across multiple standards. While some documents will be required during the on-farm assessment for audit trails, uploading others in advance reduces time spent on data entry during the assessment.

## See all your documents in one place

The new "All Documents" button lets you view every document uploaded for your site, even those linked to past memberships. No more hunting for files!

## Simplified category listing

We've removed the sidebar "requirement/document count" to declutter your view and make navigation easier.

These updates for members and assessors are specifically designed to enhance user's experience. We have made the portal smoother, more efficient, and easier to navigate. With improved functionality, streamlined processes, and new features, you can complete tasks more quickly and with less hassle.

While we hope these improvements go a long way to delivering the ambitions of the Farm Assurance Review, we are committed to continual improvement. We'd love

to hear feedback on the portal to help us improve further. Please email [memberhelp@redtractor.org.uk](mailto:memberhelp@redtractor.org.uk) to share your experience and ideas for future improvements.

## If you haven't started using the Portal yet, now is the perfect time to start!

Signing up is simple – just visit our website to get started. For assistance, we offer written and video guides on our website and the portal platform, covering registration and document uploads. You can also reach the Red Tractor team at 020 7630 3320 for further support.



Scan here  
to access the  
Red Tractor Portal

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## Championing farmers: Red Tractor's role in navigating compliance with legislation around renewable energy

For over a decade, Red Tractor has supported UK farmers in the evolving biofuels and renewable energy landscape. Our certification ensures compliance with the EU Renewable Energy Directive (RED) during annual assessments, saving time and avoiding extra audits and opening a lucrative market for growers. UK farmers have faced challenges accessing the European biofuels market due to bureaucratic delays in the approval of key data within the European Commission. Red Tractor has been relentless in championing farmers on this issue and has been working alongside NFU and AIC, advocating for fair treatment and recognition.

As biofuel regulations evolve, Red Tractor is helping farmers meet new compliance requirements without added burden. We're actively engaging with policymakers to prevent unnecessary red tape.



In December 2024, we secured recognition under RED III from the European Commission and approval from the UK's Renewable Transport Fuel Obligation (RTFO), allowing Red Tractor farmers to trade confidently.



Read more  
about our work to  
navigate renewable  
energy compliance



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## Reducing audit burden for fresh produce growers

We have been focused on making certification more efficient and cost-effective for Fresh Produce members for many years. By benchmarking our standards against major farm assurance schemes, we eliminate duplication, cut costs, and simplify audits.

### Benchmarking with GLOBALG.A.P. IFA Fruit & Vegetables (and Hops)

Our benchmarking with GLOBALG.A.P. IFA Fruit & Vegetables (and Hops) enables dual certification through a single joint assessment, eliminating the need for separate audits. This saves time, reduces paperwork, and improves compliance efficiency. Meeting both Red Tractor and GLOBALG.A.P. standards in one assessment provides easier access to domestic and international markets, enhancing trade opportunities without extra effort, and allows GLOBALG.A.P. add-ons such as GRASP to be carried out simultaneously.

### Collaboration with McDonald's

Previously, UK growers met McDonald's farm standards for leafy salad crops through a GLOBALG.A.P. add-on. A 2023 policy change prevented this add-on from being used

with other benchmarked schemes, increasing audit requirements.

Red Tractor collaborated with McDonald's to develop an add-on that aligns with our standards and can be completed alongside a Red Tractor assessment. This pilot program reduces duplication, saves time, and lowers costs.

### Integration with Tesco requirements

Before 2018, Red Tractor growers supplying Tesco needed a separate Tesco Nurture assessment focused on additional food safety standards. Since April 2018, these requirements have been integrated into the Red Tractor assessment, eliminating the extra certification process.

This change has reduced audit workload and costs while ensuring compliance with Tesco's high food safety, quality, and environmental standards.

### Achieving SAI Platform's FSA 3.0 Gold Benchmark

The standards update on 1st February 2025 enabled Red Tractor Fresh Produce standards to achieve "gold" benchmarked status to SAI Platform's Farm Sustainability Assessment

**D'Arcie Rice, Senior Commercial & Technical Manager at G's said:**



*"Incorporating benchmarking and add-ons has helped simplify the audit process on-farm. By aligning multiple standards, including Red Tractor, LEAF, Tesco, GlobalG.A.P + GRASP, and McDonald's we've been able to reduce some duplication and streamline assessments.*

*Carrying out these audits on the same day with a single assessor has helped to ease the overall audit burden, making the process more manageable while ensuring we continue to exceed customer assurance requirements."*

3.0 (FSA). This recognition allows Fresh Produce farms to demonstrate compliance with an internationally recognised environmental standard.

We are committed to continuing to support growers with a more efficient, cost-effective, and globally recognised certification framework. In some sectors, considerable additional audit burden is created by separate processor and customer audits, which Red Tractor has identified as a significant area omitted from the Farm Assurance Review report. We will write to all retailers to urge them to work with Red Tractor to address this together.

Relevant Red Tractor Sector Boards will identify areas for improvement in this area and develop an action plan to consult with relevant processors and customers.





# Shaping the future of pig farming: **Have your say**

As reflected in the Farm Assurance Review, audit burden, financial pressures, and future certainty are key concerns for pig producers. That's why we're working on a plan to improve audit efficiency in the short term, while also shaping a long-term strategy to provide clarity for indoor breeding units looking to invest in their farrowing system.

At the request of pig industry farmers and stakeholders our Pigs Sector Board has been exploring the concept of introducing a tiered labelling approach (already adopted into Red Tractor's Poultry Scheme) for the past few years and recently Red Tractor took the proposal to the NPA's Pig Industry Group to further develop the discussion.

Now we want to bring our pig members into the conversation, here's what we would like your thoughts on:

- **Short-term:** Later this month, we will be consulting on our plans to extend Enhanced Welfare and Free-Range modules and on-pack logos into our Pigs Scheme. Designed to streamline audits, create cost efficiencies across the supply chain and help simplify the

experience of shoppers and diners when choosing pork products.

- **Medium-term:** We're exploring the potential of an additional tier between the Core and proposed Enhanced Welfare standards that would recognise the use of flexible farrowing crates in indoor systems.

- **Long-term:** We're looking at how we can support industry's transition away from farrowing crates over the long-term with the potential of making a specification for flexible farrowing available for those looking to switch



over. There's no industry consensus on this issue yet, there is currently too much uncertainty regarding financial support and future legislation. Flexible farrowing is a complex issue requiring a balance between welfare improvements, economic feasibility, and practical farm management. As the industry continues to explore viable solutions, we would like to hear your thoughts on Red Tractor's role in supporting the sector in this area.

Reflecting our commitment to working more closely with farmers, this is a chance to contribute to the conversation and help shape the future of pig production, streamlining processes, and reducing the audit burden. The medium- and long-term plans are still in their initial stages. That's why we want to hear from you. Your input will help shape the direction we take, because right now, there is no straightforward way forward.

By engaging in this discussion, members can help ensure that future developments are both practical and beneficial for the industry.

Keep a look out for more details on the proposals and on how to have your say soon!

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## Red Tractor enters a second year of farm data certification, reinforcing commitment to security and integrity

We're excited to celebrate another year of certification under the Farm Data Principles Scheme (FDP).

This milestone underscores our dedication to data integrity, security, and innovation in agriculture. Over the past two years, we've upheld the highest standards in farm data management—ensuring transparency, accuracy, and ethical data use.

Tracey Curran, Industry & Data Manager at Red Tractor, shared:

“As we enter our second year of certification with the Farm Data Principles (FDP), our commitment to data security and integrity remains unwavering. This certification reinforces our dedication to responsibly managing and protecting our members' data.”

FDP is a trusted authority in the agricultural sector, setting and verifying best practices in data handling.

Through rigorous checks and balances, they ensure organisations like ours align with their data principles.

At Red Tractor, we prioritise data protection through strict measures, including:

- Limiting data use and storage
- Encrypting and anonymising sensitive data
- Conducting regular audits and reviews
- Providing clear, transparent data policies and consent

These safeguards uphold your privacy and ensure responsible data management. As technology evolves, we remain committed to continuously enhancing our security measures—giving you the confidence that your data will always be protected.

This certification provides valuable reassurance reinforcing our role in fostering a secure and efficient agricultural data ecosystem.



# MEMBER MATTERS

## 9.6 million people set to see Red Tractor TV adverts during April



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 appeared outside selected stores, targeting shoppers throughout February and March. These adverts were supported by Red Tractor trolley panel advertising, with an estimated 4.1 million people seeing our adverts

during their shopping trips in February and March, ensuring Red Tractor was front of mind as they shopped.

And during April our Red Tractor message will again be returning to TV screens. An estimated 9.6 million people are expected to see our adverts across on-demand streaming services, ITV, Channel 4 and Sky during the Easter shopping period.

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 rigorous standards that go into

producing it. Findings from Red Tractor's latest 'Trust in Food Index' show that trust in UK food is at its highest level for three years. The importance of the Red Tractor logo when choosing food rose to its highest level in the four years since the Trust in Food Index began.

Red Tractor's advertising campaigns not only help to reassure shoppers about the quality and safety of British food but also reinforce the hard work and dedication of our members. By increasing consumer trust and demand for Red Tractor products, we're ensuring that assurance delivers value back to you.

## Red Tractor welcomes Jo Miller as Director of Communications & Engagement



Red Tractor is excited to announce the appointment of Jo Miller as Director of Communications & Engagement. A highly

experienced communications professional, Jo brings over 15 years of expertise in public relations, stakeholder management, corporate communications, and digital content - along with a strong record in food assurance and sustainability.

Jo's career so far included nine

years at the Marine Stewardship Council (MSC), where she worked on global sustainability and supply chain issues, including sustainable fishing, climate change, and food systems. Her deep understanding of multi-stakeholder engagement makes her a fantastic addition to Red Tractor's leadership team.

Expressing her excitement about joining Red Tractor Jo said: "Red Tractor plays a crucial role in ensuring British food meets the highest standards of safety, welfare,

and environmental protection - while also communicating that value to consumers. I'm thrilled to join the team at such a pivotal time for the sector and look forward to working with Red Tractor's members and stakeholders to tell the story behind the label and strengthen trust in it."

Jo's appointment strengthens Red Tractor's commitment to transparency, engagement, effective communication, and promoting rigorous standards in British food production.

Read all the previous editions of Member Matters in full on our website: [redtractorassurance.org.uk](http://redtractorassurance.org.uk)

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