

Red Tractor

Tuco Conference



TRACEABLE, SAFE
&
FARMED WITH CARE

RED TRACTOR OVERVIEW

- Assured Food Standards trading as Red Tractor Assurance was established in 2000, with a core purpose of reassuring shoppers that British food is safe, responsibly produced and traceable
- It's a world-leading total food chain assurance scheme whose standards have brought 78,000 farmers to a point where - **“UK agriculture boasts some of the highest production standards in the world”**
- It's not-for-profit, owned by the entire food chain (NFU, NFUS and UFU, AHDB, Dairy UK & BRC), operates independently and employs 18 staff
- Standards apply to all agricultural sectors except fish & eggs and covers Farm, Transport, Livestock Markets, Slaughter & Processing, accounting for 75% of total UK agriculture
- The Red Tractor logo appears on £14bn of UK Food & Drink in Retail & Out of Home - that's 14 x bigger than UK sales of Coca-Cola



RED TRACTOR VISION & PURPOSE

The Flagship of British Food & Farming ...

A food chain assurance scheme that

Shoppers demand

Customers insist on

Farmers aspire to

and Government are proud of



RED TRACTOR SCOPE, STANDARDS & INTEGRITY

SCOPE

Food Safety

Traceability & Origin

Animal Health & Welfare

Environmental Protection

STANDARDS

Committees

3 year technical reviews

Industry Consultation

Continuous stakeholder engagement

INTEGRITY

Communicate & Maintain the standards

Ensure Compliance against them

Measure Performance

Impose sanctions against poor performance



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RED TRACTOR RANGE OF STANDARDS

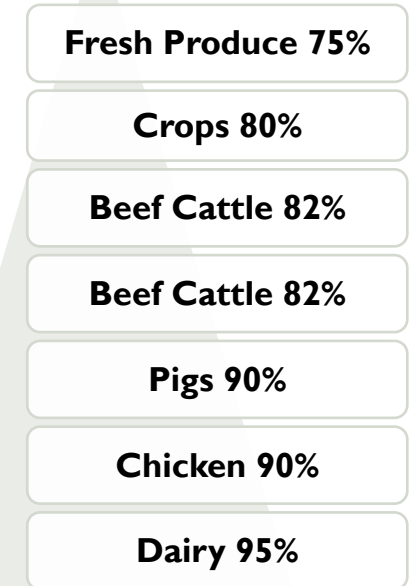
SECTOR



FARMS



COVERAGE



RED TRACTOR RANGE OF STANDARDS

ON FARM

Documents &
Procedures
Environmental
Protection
Vermin
Staff
Traceability

LIVESTOCK

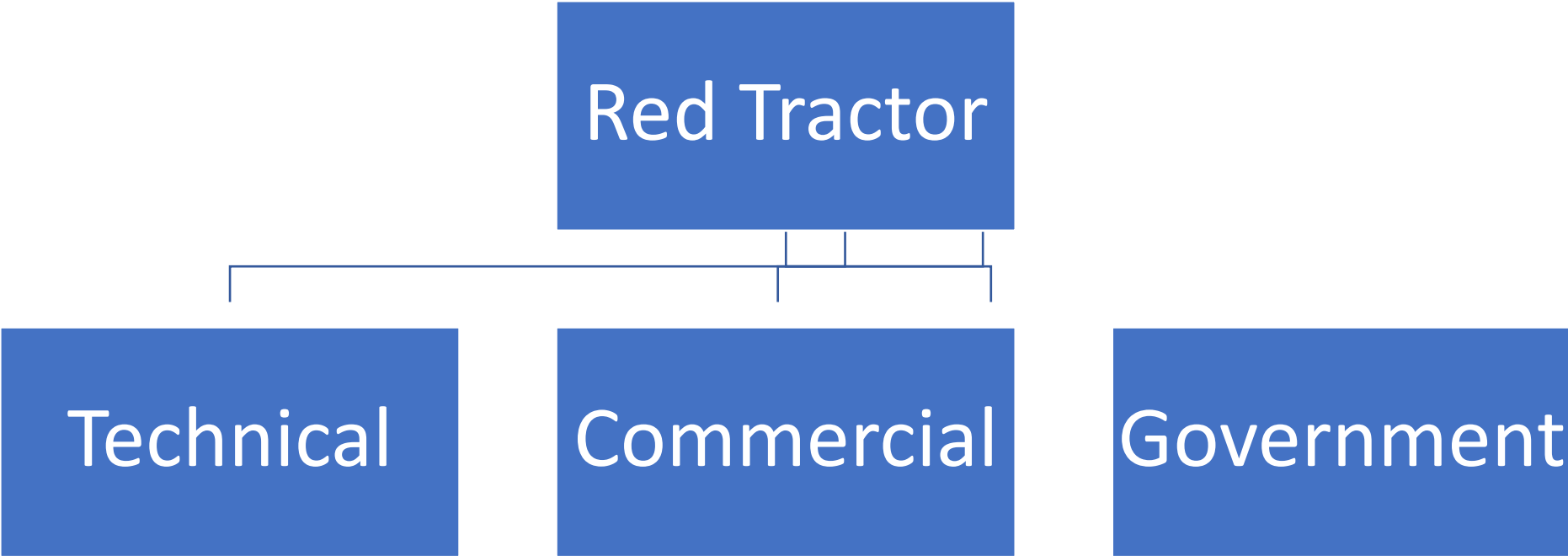
Housing & Shelter
Handling
Feed & Water
Health & Welfare
Medicines &
Treatments
Biosecurity
Fallen Stock

CROPS

Seed Stock
Treatments
Site & Soil
Management
Environmental
Conservation &
Sustainability
Residues &
Contaminants
GMO



RED TRACTOR INITIATIVES FOR 2019



INTERNATIONAL BENCHMARKING – SUMMARY

- The study found Red Tractor to have world-leading standards
- Results show the breadth and depth of Red Tractor to be second-to-none, especially in areas such as traceability and food safety
- As a complete scheme Red Tractor is the highest performing on an international basis.
- While there are areas that could be developed, the existing scheme is comprehensive and a great foundation for additional standards.



Sector						
Chicken	Pigs	Beef	Lamb	Dairy	Crops	Produce
Red Tractor	Red Tractor	Red Tractor	Red Tractor	Red Tractor	Red Tractor	Red Tractor
Bord Bia	Bord Bia	Bord Bia	Bord Bia	Bord Bia	Global Gap	LGMA (US)
Global Gap	Global Gap	Global Gap	Global Gap	Global Gap	Soil Association	Leaf
RSPCA Assured	RSPCA Assured	RSPCA Assured	RSPCA Assured	RSPCA Assured	Leaf	Soil Association
QS Ger	QS Ger	QS Ger	Alliance NZ	QM Milch	SQC	
Beter Leven 1,2 & 3	Beter Leven 1,2 & 3	Animal Welfare Approved	Silver Fern NZ	Arlagarden		
IKB	Bedre Dyrevelfaerd (partial comparison)	Beter Leven 1 & 2		Farm USA		
Global Animal Partnership (GAP) 5 -Step Programme	Global Animal Partnership (GAP) 5 -Step Programme	Global Animal Partnership (GAP) 5 -Step Programme				



SCHEME COVERAGE

- Scheme coverage (and impact) differs very substantially between schemes
- A balance between standards and coverage is seen as necessary
- Specialist/single issue schemes invariably have much lower coverage than broad schemes



Leaf



RSPCA



Red Tractor



KEY CONSIDERATIONS



SAFE FOOD



TRACEABLE



ANIMAL WELFARE



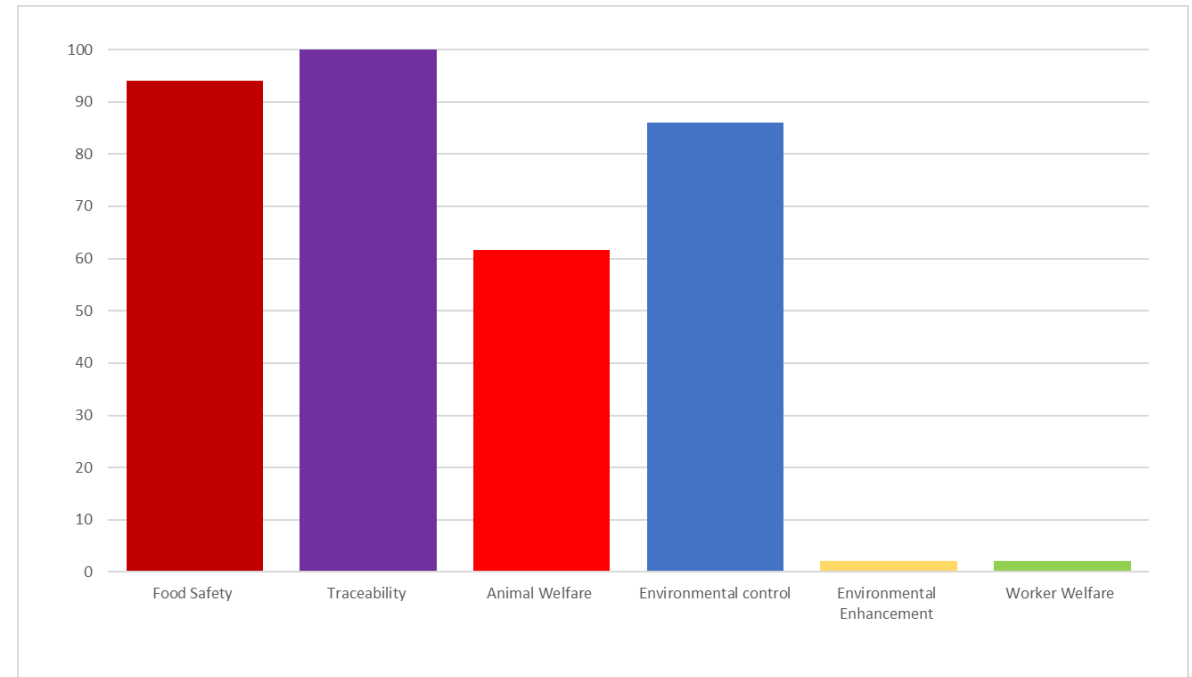
ENVIRONMENT



WORKER WELFARE

(includes staff training & development)

Red Tractor as a % of the best of all schemes



TECHNICAL

Establish “Farmed with Care line”

- Confidential whistle-blower farm to fork line, operated by third party
- Go Live April 2019

Full roll-out of risk based inspection regime

- Every Member, Every Standard, Every Day
- Identify high risk members
- Monitor using unannounced inspections
- Impose sanctions



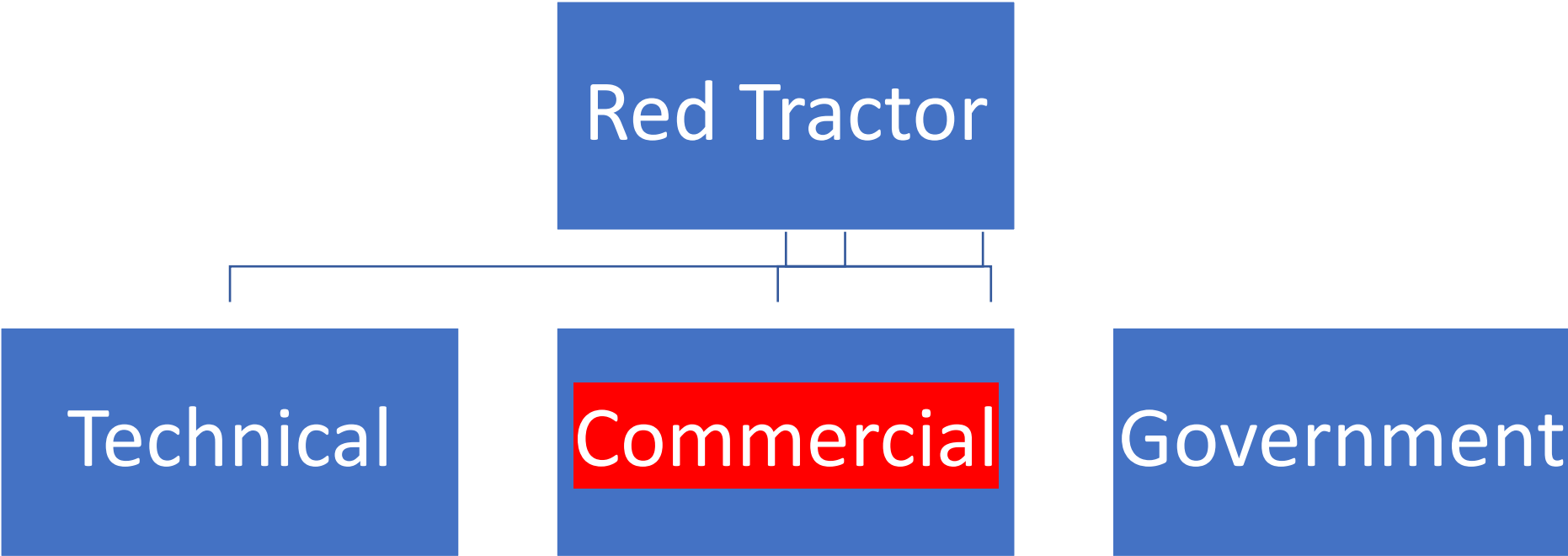
TECHNICAL – COMPLETE ASSURANCE 'ONE STOP SHOP'

A modular bank of standards reflecting consumer demand for different types of farm production e.g. from current RT standards through to organic

- **Consumers** : Fulfills demand, reduces confusing proliferation of logos on pack, trustworthy and understood
- **Customers** : One logo, one assurance body, to meet the need
- **Farmers** : Reduced burden of audit, potential cost savings, a standard that is valued
- **Government** : Potential role in earned recognition, negates the need for a new “gold standard”



RED TRACTOR INITIATIVES FOR 2019



COMMERCIAL

- **Consumer campaign designed to increase shopper understanding & value of Red Tractor**
 - Spearheaded by TV
 - Supported by Digital, Social & Print

- **Promotion of positive messages concerning British Agriculture e.g. antibiotics**



WHAT ARE CONSUMERS CONCERNED ABOUT?

SELF INTEREST



Food Traceability / Origins



Food Quality / Safety



Traceability = accountability

Food quality/safety – seeking reassurance

Animal Welfare



Animal welfare

Ethical / Fair Trade



Environment / Sustainability



Growing in significance



CORE CONSUMER AUDIENCE

Profile



Kelly, 42.

'The Family Mum'

Married with 3 Children - 6, 8 & 11

Conscious about what food she buys for her family.

Price is still the primary factor when she's buying food.

Price savvy and is prepared to shop at different supermarkets.

Convenience plays a big role but she tries to ensure her family have regular home cooked meals.

Media Habits



Where she shops / eats OOH



Brands in her basket



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RED TRACTOR TV CAMPAIGN



5 Week National TV Campaign

ITV, Ch4, Ch5, Sky I ++

Prime-time shows for target audience

Over 2,500 ad-spots

75% of target audience reached





Prompted Awareness

Which of the following food assurance logos were you aware of??



66% of Primary Shoppers name the Red Tractor logo

Logo	Pre-Wave	Nov 18	May 19
Red Tractor	65	65	66
Fairtrade	89	90	90
Soil Association	33	35	34
RSPCA	25	22	23
Leaf	5	4	5

Un-prompted Awareness

Can you name an assurance marque ?



42% of Primary Shoppers name the Red Tractor logo

Logo	Pre-Wave	Nov 18	May 19
Red Tractor (Red Tractor / AFS / Tractor Mark)	34	36	42
Red Tractor (Red Tractor only)	29	31	36
Fairtrade	15	13	16
Soil Association	5	5	5
RSPCA	7	5	6
Leaf	0	0	0

Source: YouGov Pre-Wave 7th Sept 2018 YouGov Post-Wave 5th Nov 2018. 8th May 2019 Post-Wave Base: 2,093 GB Adults / 73% Primary Shoppers



Purchase Intent

How likely is the RT logo to positively influence your purchase decision?



65% of Primary Shoppers are positively influenced by the Red Tractor logo – once they understand what we do

Trading Up

“I’m not going to buy the most expensive, but the Red Tractor logo will make me choose a product over the cheapest one”



43% of Primary Shoppers will trade up on seeing the Red Tractor logo

Logo	Pre-Wave	Nov 18	May 19
Fairtrade	60	67	73
Red Tractor	58	62	65
RSPCA	45	50	57
Soil Association	38	37	42
Leaf	26	31	34

	Pre-Wave	Nov 18	May 19
All Primary Shoppers	36	41	43
Aldi	30	41	47
Lidl	31	40	45
Tesco	38	42	45
Morrisons	29	35	45
ASDA	39	40	40
Sainsbury’s	45	38	34

Source: YouGov Pre-Wave 7th Sept 2018 YouGov Post-Wave 5th Nov 2018. 8th May 2019 Post-Wave Base: 2,093 GB Adults / 73% Primary Shoppers



DID IT WORK ? ...OH YES !!!

Which of the following statements do you associate with Red Tractor food & drink?

Understanding of RT / messages taken from advertising	Pre-Wave	Nov 18	May 19	+ / - pts
Food with the RT logo has been checked by experts	14	49	51	+2
Food with the RT logo is safer to eat	13	36	38	+2
Food with the RT logo is traceable from farms to pack	32	62	64	+2
The Red Tractor logo can be found on a wide range of foods	20	49	54	+5
Red Tractor certified animals and produce have been cared for properly	26	55	59	+4
Red Tractor food is British	41	51	52	+1
Supports British farmers	44	53	55	+2
Red Tractor food is good quality	25	45	48	+3

Source: YouGov Pre-Wave 7th Sept 2018 YouGov Post-Wave 5th Nov 2018. 8th May 2019 Post-Wave Base: Primary Shoppers aware of Red Tractor



2019 PLAN – PR & COMMS

PR / General Comms

- Use the news agenda (Brexit / antibiotics etc.) to drive positive RT messaging
- Increase profile with key consumer and business news editors
- Increase profile of RT with MP's and government agencies

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The Observer
Food safety

US ambassador to UK under fire over defence of chlorinated chicken

Critics say process Woody Johnson called 'no-brainer' is 'harmful' to nation's health

Jamie Doward

Sat 2 Mar 2019 13:09 GMT



8,739



▲ Woody Johnson said terms like 'chlorinated chicken' cast US farming in the worst possible light. Photograph: Sean Smith/The Guardian

sky news

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Bus Cleaner - Barking Bus Depot

£10.25 per hour

9 IG11, Becontree, Greater London

Trainee Intelligence Analyst

Nationwide

Chief medical officer urges public to buy organic meat

England's chief medical officer warns of the danger of antibiotic resistance and urged consumers to look for the Red Tractor label

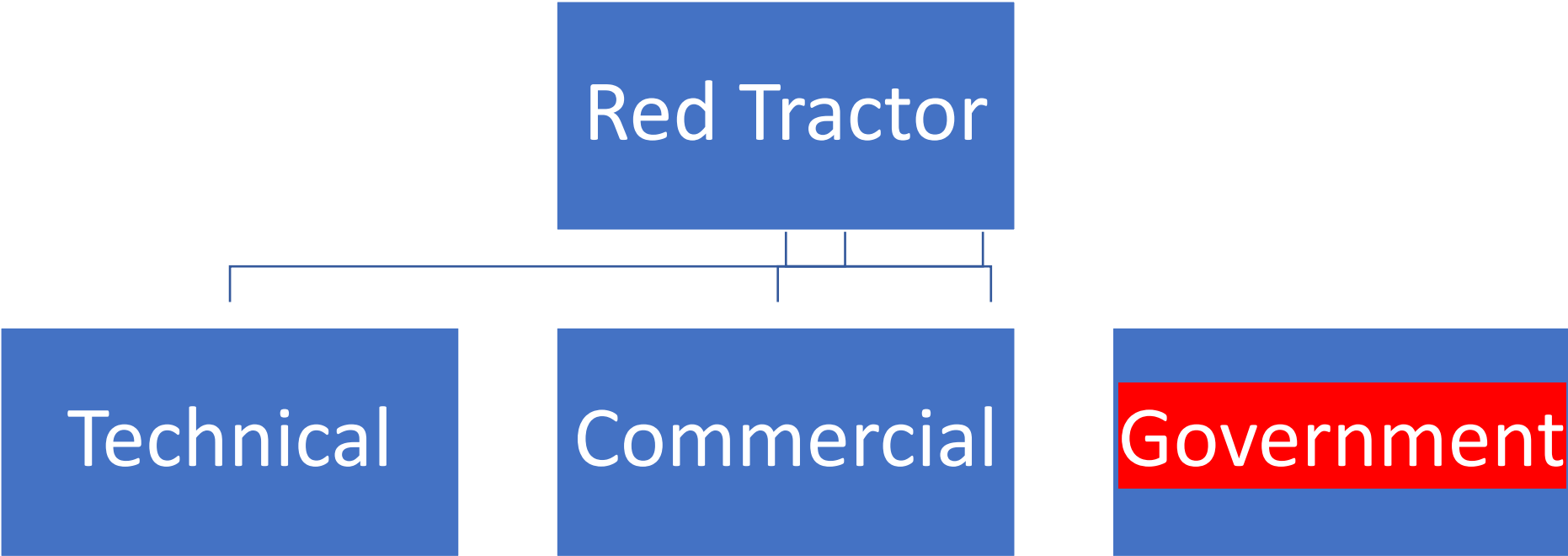
By Bethan Staton, news reporter



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RED TRACTOR INITIATIVES FOR 2019



RED TRACTOR – GOVERNMENT

- **EARNED RECOGNITION AGREEMENTS WITH ALL GOVT DEPARTMENTS TO REDUCE BURDEN ON GROWERS AND FARMERS**
- **RAISING THE PROFILE OF THE INDUSTRY AND THE CHALLENGES IT FACES – BREXIT, IMPORTS, LABOUR**
- **PREVENTING THE RE-INVENTION OF FARM ASSURANCE THROUGH GOLD STANDARDS METRICS AND INSPECTION**



BENEFITS OF RT SCHEME TO FARMS

- Delivers a set of world beating standards and compliance that growers can use to provide internal verification of 'best practice' production methods.
- Continually improving standards 'on farm'.
- Successfully established the UK farming landscape as the most globally respected.
- Provides unhindered UK market access
- Reduced audit burden



TECHNICAL RECENT ADVANCES

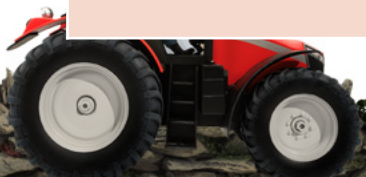
Recent Advances in Crops and Fresh Produce

Global Gap alignment Dec 2017	Membership allows export under GG recognition, avoiding compliance to additional 30 standards for export. Means that members only need to be registered on the Global Gap database and pass a Red Tractor inspection to be Global Gap equivalent – reduced audit burden
Tesco Nurture – May 2018	No longer required to supply UK's largest retailer avoiding RT/GG + TN Assessment. Again, reduced audit burden. Tesco growers only have to have a Red Tractor assessment In order to supply Tesco – before April RT growers who supplied Tesco would have needed a Red Tractor inspection and Tesco inspection.
Version 4 Standards	Other standards do not have this level of grower involvement Implemented October 2017, Fresh Produce Standards cover, growing Process indoor/outdoor, In-Field Harvesting, Packhouse, Storage, Health & Safety, Worker Welfare
Other	Red Tractor recruit grower members on sector Boards and Technical Advisory Committees which help shape the standards review. No other standards operate symbiotically in this way. Red Tractor are looking at implementing the risk rating project in fresh produce in the Summer (already implemented in pigs). This will help strengthen compliance.



RT PROGRESSION

International Benchmarking	Results are currently under review but leading headline is that Red Tractor is world-leading in its breadth & depth of standards and management, there are immediate opportunities areas for worker welfare & environmental stewardship
Member Compliance Portal	System to allow members to upload records required by the assessor in advance of the assessment reducing time on farm, piloting with members Spring/Summer 2019. Roll out – Autumn 2019 Start development to phase 2 - monitoring member compliance regularly (24hr / 365 year visibility)
Establish “Farmed with Care line”	Confidential whistle-blower farm to fork line, operated by third party Go Live April 2019
Full roll-out of risk based inspection regime	Every Member, Every Standard, Every Day Identify high risk members Monitor using unannounced inspections Impose sanctions
Complete Assurance	A modular bank of standards reflecting consumer demand for different types of farm production e.g. from current RT standards through to organic



Thank you

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