

RED TRACTOR UPDATE

DTAS CONFERENCE

8th June 2022

Joanna King

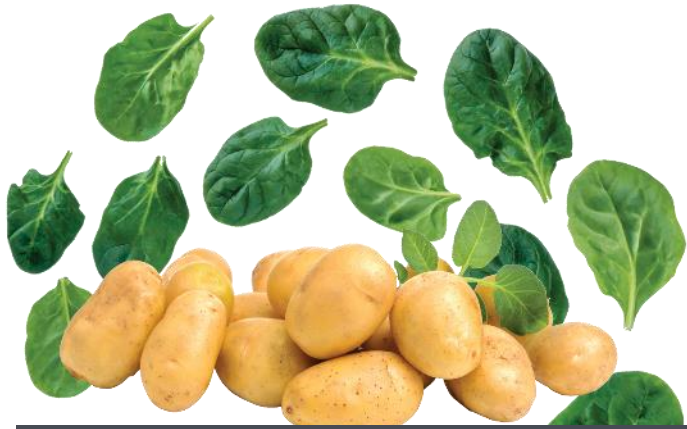


OVERVIEW



- ★ Red Tractor is independently verified as a world-leader in food chain assurance. The ownership represents the entire food chain from the Farming Unions, AHDB and Dairy UK to the British Retail Consortium
- ★ Created in 2000 to reassure consumers that British food was safe and responsibly produced ... today it underpins the claim “British agriculture has some of the highest production standards in the world”
- ★ Every major Retailer & Caterer and many leading UK Brands insist on Red Tractor for their British buying specification & due diligence for primary produce
- ★ 46,000 farmers are Red Tractor certified, the penetration by sector is :
Beef 82% Lamb 65% Pork 95% Chicken 95% Turkey 80% Duck 70% Dairy 98%
- ★ The logo appears on over £14bn of food & drink and Red Tractor is the most trusted food marque in the UK
- ★ Compliance is delivered through independent Certification Bodies accredited to ISO 17065 by UKAS

THE RED TRACTOR MODEL



Standards are developed based on science & evidence, legislation, best practice and consumer demand that ensure food safety, animal welfare, environmental protection and human rights. Formulated by specialist committees comprising representatives from the entire food chain and in consultation with all stakeholders



Compliance is ensured through independent & robust inspection by certification bodies accredited to ISO 17065



End-users are licensed and subject to traceability visits to ensure a robust chain of custody to the consumer



TRUSTED BY CONSUMERS
which generates sales for British
produce



REQUIRED BY CUSTOMERS
who insist on it for their buying
specification & due diligence



VALUED BY GOVERNMENT
Who use it for earned recognition and
export



LICENSING – WHOLE CHAIN ASSURANCE

**All businesses wishing
to make a
Red Tractor product
claim must be licensed
by us to do so**

**Eligibility Criteria
(for Processors &
Packers)
third-party
certification must
be held**

**ASSURED RED TRACTOR FARM
BOUGHT IN FEED ALSO ASSURED**



**ASSURED TRANSPORT
APPROVED VEHICLES
CERTIFIED TO DTAS**



**UK RT LICENSED FIRST PURCHASER/
LIQUID MILK PROCESSOR
CERTIFIED TO BRCGS OR SALSA**



DAIRY

**CERTIFICATION AT
EVERY LINK IN THE
SUPPLY CHAIN**



**PRODUCT
PASSED THROUGH A COMPLETE
CHAIN OF CERTIFIED BUSINESSES**

**MORE THAN 11,000
RTA DAIRY FARMERS
ACCOUNT FOR
95% OF ALL UK MILK
PRODUCTION**



**UK RT LICENSED DAIRY
PRODUCTS PROCESSOR
CERTIFIED TO BRCGS OR SALSA**



**UK RT LICENSED DAIRY PACKER
CERTIFIED TO BRCGS OR SALSA**



LICENSING – WHOLE CHAIN ASSURANCE

**Only UK Assurance scheme to
robustly verify the whole chain of
assurance behind the claim**



TRACEABILITY CHALLENGES

- Each licensee is subject to Traceability Challenges (TCs)
- TC visit frequency is determined by the licensee's risk category
- TCs are unannounced at processor & packer sites and a proportion of food service outlets & wholesalers
 - Circa 700 licensed processor & packer sites
 - Circa >100 wholesalers, traders & food service licensed businesses

Traceability Challenges are detailed checks of products to verify that the RT logo/claim is being used in the correct manner and on product that meets the eligibility criteria

They are not system certification audits as this would duplicate the work already completed in order for food producing sites to be licensed (e.g. BRCGS)





FARM STANDARDS ROBUST COMPLIANCE



DAIRY- VERSION 5 AND BEYOND



VERSION 5 NOTABLE, NEW & REVISED STANDARDS

STRENGTHENING STANDARDS



Re-wording of standards for clarity

WELFARE



Tethered housing systems are not permitted

Wider coverage of analgesics and anaesthetics when carrying out husbandry procedures

Breeding and Management Policy

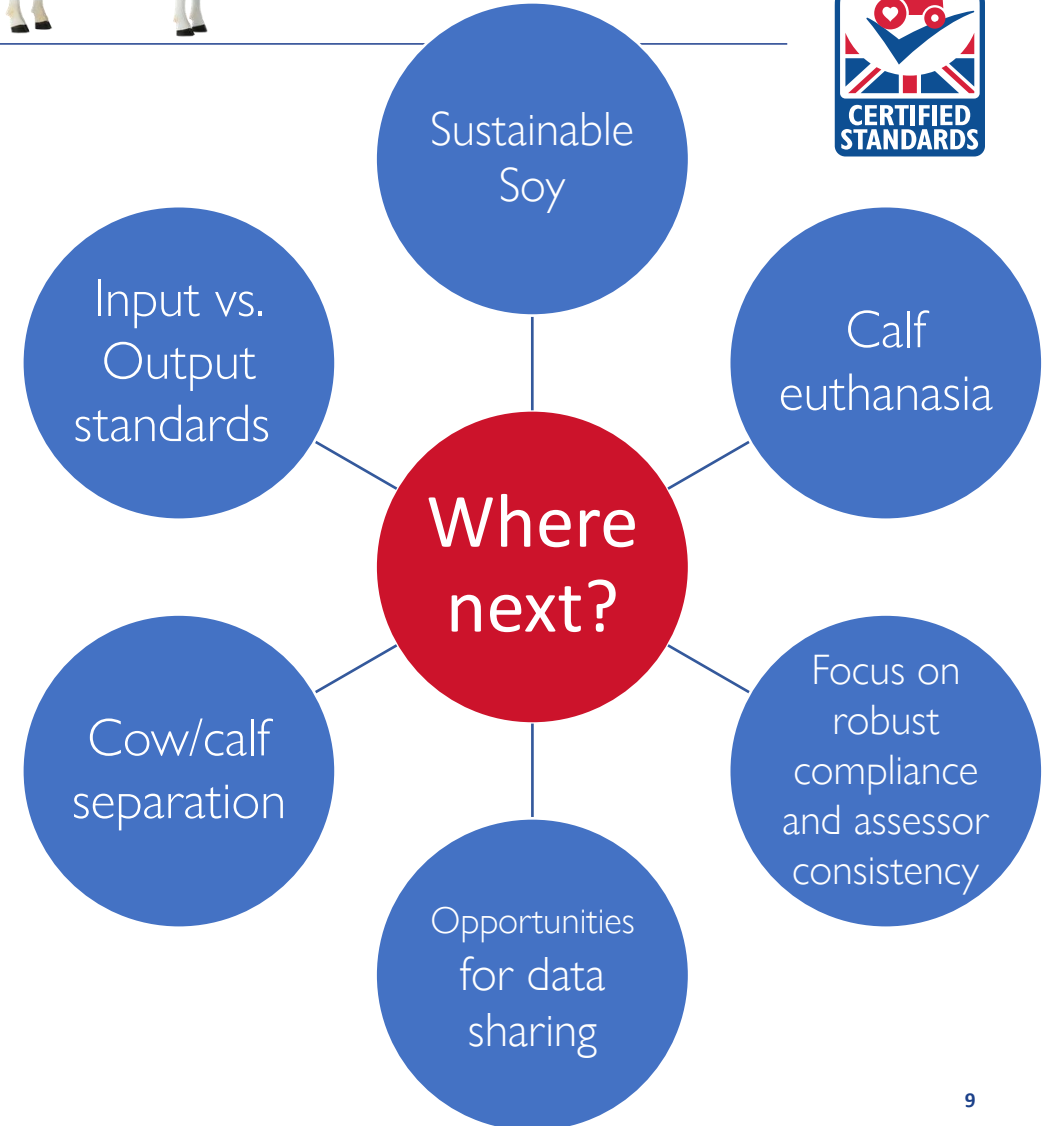
Annual collation of births/deaths

TRAINING



Documented induction for new starters

Health and Safety Policy



ROBUST COMPLIANCE



Risk Based Approach (RBA) – introduced April 2019

	DAIRY	PIGS	CHICKEN
Unannounced spot checks completed since RBA began	961	349	70
Of which suspended after an RBA check	155	32	11
% suspended	16.13%	9.2%	15.71%
Of which withdrawn after 2 nd RBA spot check	17	2	1
% withdrawn	10.97%	9.38%	9.09%

INTELLIGENCE SHARING

TELL US

- Promoted in all member newsletters
- Poster created for display in staff offices

TELL US



Very occasionally, standards can slip on farms between audits. It's important that we are made aware so we can ensure things are put right. You should raise concerns directly with the Red Tractor Team or notifying your certification body. Or, use our anonymous, confidential **TELL US** reporting service online.

DON'T IGNORE IT!



Animal Welfare
Environmental Concerns
Wrongdoing
Food Safety

TELL US!

If you have a serious concern over non-compliance to Red Tractor Standards:

- Speak to the Red Tractor Team directly on:
0203 617 3670
- Or should you wish to remain anonymous report online at:

safecall.co.uk/clients/RT/

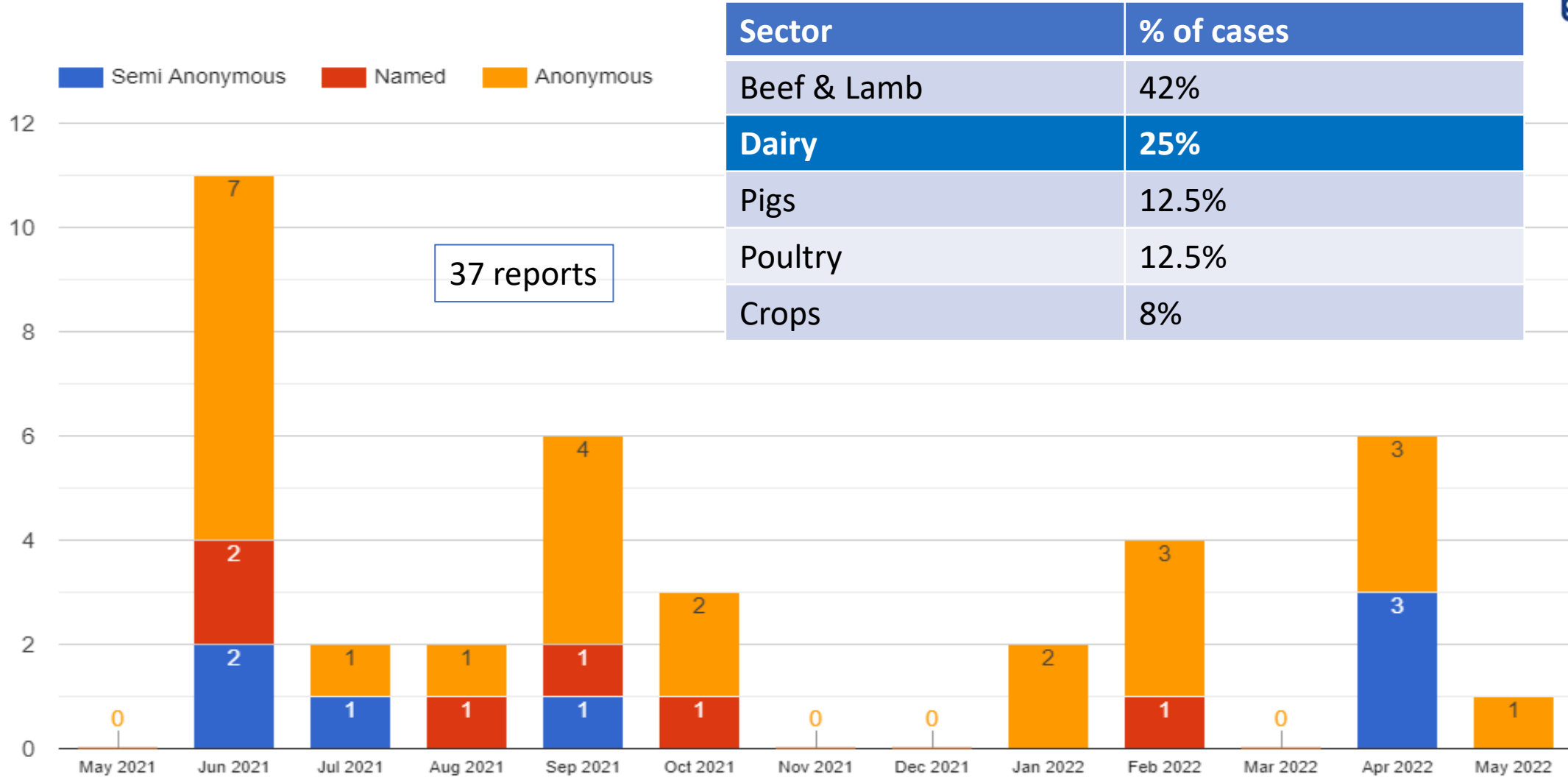
All complaints are treated confidentially by Red Tractor and Safecall and will be thoroughly investigated. If required, appropriate action will be taken to resolve any issues.

safecall

A totally independent organisation working with



TELL US



Sector	% of cases
Beef & Lamb	42%
Dairy	25%
Pigs	12.5%
Poultry	12.5%
Crops	8%

INTELLIGENCE SHARING

Type of things reported:

- Images of farm posted on social media
- General appearance and poor condition of farm
- Dairy hygiene issues
- Lameness issues at farm
- Poor condition of cows

Case Study 1

- Milk processor reported images on social media of a cow down in the mud
- Dairy TM requested previous audit report from CB
- Member was already due second RBA spot check - brought forwards and carried out by the CB Ag manager
- NCs raised → membership terminated

Case Study 2

- Third party concern over use of electric backing gates, farm appearance & lame cows
- Unannounced spot check was arranged within 7 days; CB was briefed what to look for
- Assessor observed 30% of the cows being milked, along with practices within the milking parlour and collecting area. Specifically, the management and 'make up' of the electrified backing gate was questioned and there was no health or welfare concerns raised
- Member continues on the regular cycle of assessments following the spot check

PROCESS, PROCESS, PROCESS



- Case for revocation of membership needs to be watertight
- Need to be able to demonstrate correct process has been followed at every stage
- And that decisions have been based on fact and reliable evidence not hearsay



THE CONSEQUENCES OF PUBLICATION OF EVIDENCE OF VERY POOR PRACTICES ON RED TRACTOR FARMS

! Damage to consumer trust in Red Tractor and British agriculture

! Licensees question integrity of the Scheme & want to distance themselves

! Retailers & processors introduce their own additional audits and standards

! Assured members question the integrity and value of the Scheme

! Government doesn't trust Red Tractor to ensure compliance and deliver earned recognition

! Media coverage (particularly online) is there forever – negative footprint

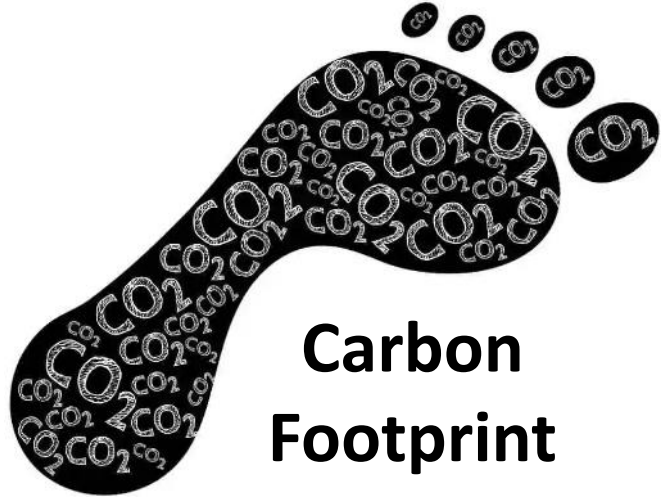
! Significant personal & financial pressure on the business owners and those implicated

! Calls to move to completely unannounced assessments

! Pressure from external stakeholders who disagree with decision



ENVIRONMENT MODULE - KEY ELEMENTS





LOGO VALUE RESEARCH 2022
MEASURING THE IMPACT ON
QUALITY PERCEPTIONS &
PURCHASE CONSIDERATION BY
USING THE
RED TRACTOR LOGO

CONSUMER AWARENESS AT AN ALL-TIME HIGH

21.45 MILLION PRIMARY SHOPPERS AWARE OF RED TRACTOR LOGO

PROMPTED AWARENESS

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

78% Primary Shoppers aware
65% in Nov 2018
Additional 3.6m shoppers in 3 years

Versus:



UN-PROMPTED AWARENESS

“Can you name an assurance marque ?”

48% Primary Shoppers name Red Tractor logo
36% in Nov 2018
Additional 3.3m shoppers in 3 years

Versus:



PURCHASE INTENT

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

71% Primary Shoppers positively influenced
62% in Nov 2018
Additional 2.48m shoppers in 3 years

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”

46% Primary Shoppers trade up
41% in Nov 2018
Additional 1.38m shoppers in 3 years



Extensive & robust piece of research amongst 4,000+ dairy main shoppers using A/B test methodology

WE COMPARED QUALITY AND CONSIDERATION SCORES AMONG MAIN SHOPPERS AFTER VIEWING EITHER AN ORIGINAL DAIRY PRODUCT ADVERT OR A RED TRACTOR BRANDED VERSION

WITHOUT RED TRACTOR LOGO

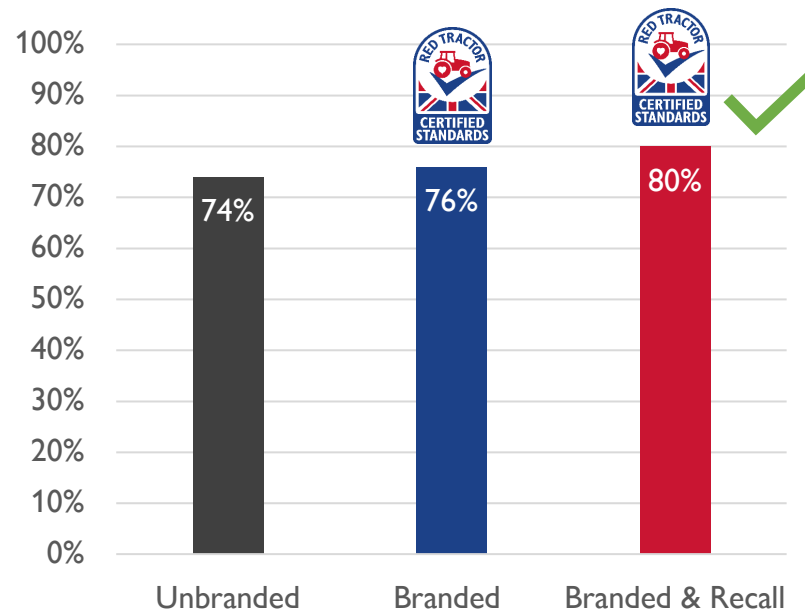
WITH RED TRACTOR LOGO





THE RED TRACTOR LOGO SIGNIFICANTLY INFLUENCES QUALITY PERCEPTIONS AND CONSIDERATION WHEN MAIN SHOPPERS CAN RECALL IT

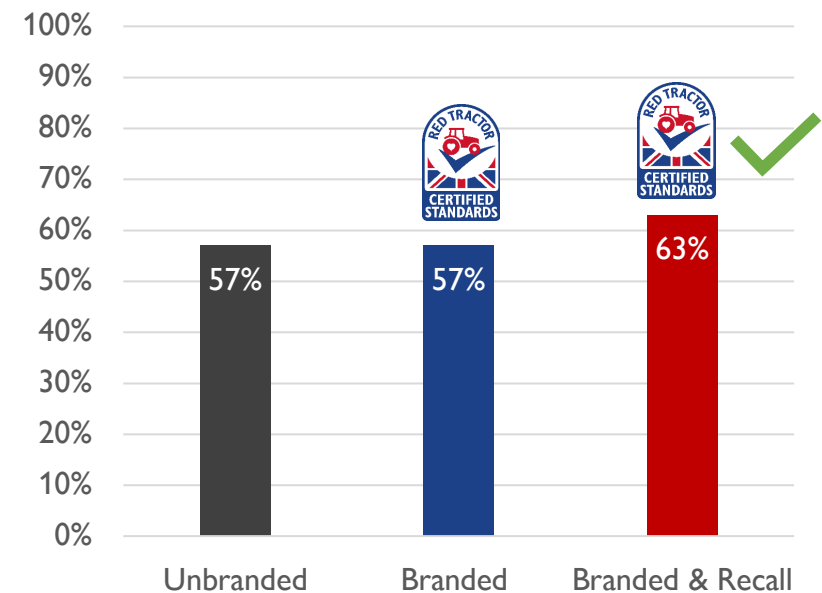
RATING PRODUCTS AS HIGH QUALITY



% rated the general quality of dairy products advertised by the brand as 'high' after seeing the advert

Amongst shoppers who remember seeing the logo in adverts, product quality perception increases by 6%

WOULD CONSIDER BUYING PRODUCT



% would consider buying dairy products from the brand after viewing the advert

Amongst shoppers who remember seeing the logo in adverts, purchase consideration (would consider buying the product) increases by 6%



THANK YOU

