



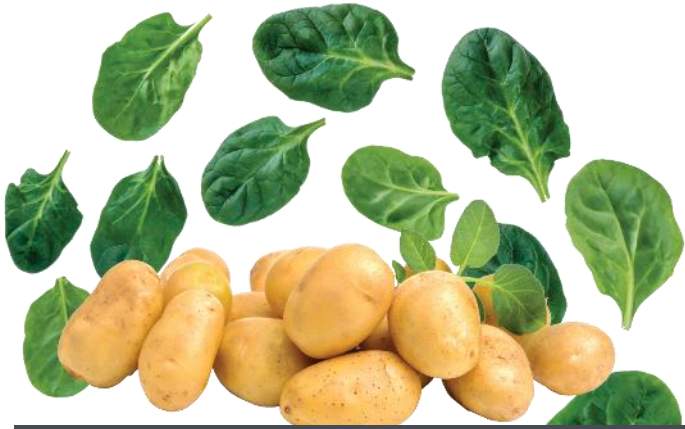
**RED TRACTOR UPDATE
DTAS PRESENTATION**

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. Around 60,000 inspections every year.

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

THE RIGHT STANDARDS AND ROBUST COMPLIANCE WINS EARNED RECOGNITION



Regulation	Agencies	Since	RT Assured Farms	Non RT Assured Farms
Food Hygiene	FSA & Local Authorities	2006	2% inspected per year	25% inspected per year
Feed hygiene	FSA & Local Authorities	2014	2% inspected per year	25% inspected per year
Dairy hygiene	FSA	2011	Inspected once every 10 years	Inspected a minimum of every 2 years
Animal Health	APHA & Local Authorities	2012	1% may be inspected in random samples	Picked in both random and risk based samples
Pollution Prevention & Control	EA	2009	Done during RT assessment by CB	2 x EA visits per year
Cross Compliance (Statutory Management Requirement 4)	RPA	2014	Not audited by RPA	Audited by RPA



What Does Red Tractor Mean to Consumers

RED TRACTOR WANTS TO BE KNOWN FOR THREE THINGS IN CONSUMERS' MINDS



Farmed with Care



**Responsibly
farmed food &
drink, whatever
your budget**



**Reassuringly
British**



Red Tractor Licensing



**To make a
Red Tractor
product claim,
a business must
first be licensed**



- What is a Red Tractor claim?
- Circa 900 licensed sites
- Renew on annual basis (licensing year runs from 1st April through till 31st March)
- Renewal/ application process involves:
 - Technical approval
 - Signing of our Licence Agreement (legal T&Cs)
 - Declaration of SV (of RT claimed product) and licence fee payment
 - Licence certificate issued



What is a Red Tractor Product Claim

- A claim is often misunderstood which can result in a common non-conformance.
- A claim is not just about the use of the logo on the packaging. A claim is the implicit indication of the Red Tractor Assured status of the product.
- As well as use of the logo, a claim can include
 - A public statement made by a processor, packer, supply chain customer, wholesaler, trader or food service operator. Perhaps on a website, menu or leaflet.
 - Documented identification on a product as Red Tractor Assured eg 'Red Tractor', 'RT', 'RTA', 'RT Assured'.
 - Use of terminology such as 'Red Tractor', 'RT', 'RTA', 'RT Assured' on paperwork such as invoices, delivery notes, buying specifications, sourcing policies or supplier codes of practice.

Key Stakeholders Licensed in the Dairy Sector



Dairy
Processors &
Packers

Wholesaler

Trader

Food Service

Once licensed all licensed sites
are subject to traceability
challenges

Unannounced* risk-based
detailed product checks to
verify the
RT claim is being used
in the correct manner and
only on eligible product

*exception traders and food service head offices



TRACEABLE
&
FARMED WITH



Traceability Challenges



Traceability challenges are not full system certification audits

- **Involve back to farm/s traces, forward traces and mass balances**
- **Assessors select products for tracing on the day and will consider products which are subject to seasonal changeovers, dual sourced to meet demand, in limited supply, identified at risk, stunned vs non-stunned and will also include those with a specific RT product claim e.g. Enhanced Welfare or Free-Range**
- **There is no additional charge for the TC; the cost is covered by the Licence Fee**



**Dedicated
independent pool of
traceability challenge
assessors**

700

9

TRACEABILITY CHALLENGE PROGRAMME



Traceability Challenge Programme was moved in-house on 1st April 2024 and, as a result, we parted company with the third party service provider

Key reasons for proposing this move:

- Improve efficiency
 - Develop the programme
 - Have more face-to-face training with assessors
 - Reward assessors better
-



More than
assurance...



INTELLIGENCE SHARING

TELL US

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

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



Safecall Summary Over 12 Months



Start Date: 05/04/2023

End Date: 05/04/2024

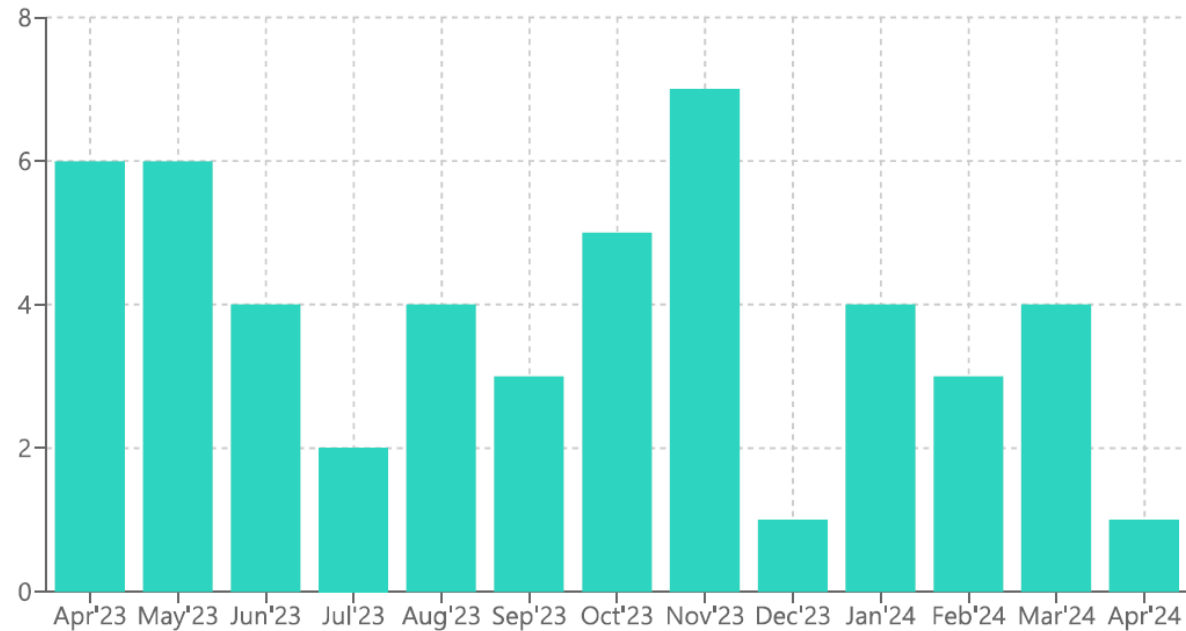
50 Total Count

0 Awaiting Acknowledgement

9 Open

41 Closed

Report Total



35 Reports
were
anonymous



A wide-angle photograph of a lush green pasture. In the foreground, several cows of various breeds (black, white, and spotted) are grazing. The middle ground shows a fence line and more cows in the distance. The background features rolling green hills and a dense line of trees under a clear sky. The text "THANK YOU" is centered in the middle of the image in a bold, white, sans-serif font.

THANK YOU



Red Tractor carries
out checks year-round,
rain or shine.

TRACTOR FACT
N° 08
