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CONTACT NAME	CONTACT NUMBER
KATIE WALLACE	0870 456 6424

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CONTACT EMAIL
PRESS@MYREDTRACTOR.CO.UK

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### RED TRACTOR SUCCESS SOARS

The success of the Red Tractor scheme continues to soar according to new figures, which reveal that in the final quarter of 2007 the food assurance mark increased its on-pack presence by more than £500,000. This means the Red Tractor logo now appears on more than £7 billion worth of fresh UK food.

The final quarter results mark the end of an exciting year for Red Tractor. The food assurance scheme enjoyed a £1.5 billion increase in its on-pack presence and saw an unprecedented 65 new businesses join up - with 15 new firms joining since September alone. Among the new members are Quality British Turkey (QBT), McCains, Nestle Breakfast Cereals by Cereal Partners and John Lewis.

In addition, Red Tractor is currently prominently featured in a major advertising campaign sponsored by one of its members - Dairy Crest, producers of Country Life butter. The multi-million pound campaign launched on November 12 takes the Red Tractor mark to the TV for the first time.

Red Tractor can be found on an increasing number of 'primary' food products. In addition, throughout the year, AFS introduced a number of new systems, which ensured that they worked with retailers to secure the integrity of the Red Tractor logo and exploited opportunities to extend penetration of the Red Tractor on retailer's own-label products.

As a result Red Tractor has seen considerable interest in the use of 'principal -ingredients' criteria for products such as breakfast cereals, flavoured milk, stuffed meat joints and poultry. Examples include: Red Leicester with chutney and peppers and Cottage cheese with onion and chive.

Both the British public and manufacturers are backing Red Tractor with two thirds of all fresh commodity foods sold through the major high street retailers now featuring the logo.

"Red Tractor has enjoyed an exceptional year," says Colin Smith, AFS Chairman. "These impressive results are good news for farmers, consumers and retailers alike. Demand is increasing from manufacturers, producers and food and foodservice related businesses as they see the benefits the Red Tractor scheme offers.

"If demand continues to follow this upward trajectory, it can only be a matter of time before Red Tractor is hitting the £10 billion mark - watch this space."

Red Tractor is a strong alliance of producers, processors and retailers that delivers comprehensive food standards at every critical stage from farm to pack. It covers all fresh commodity food sectors including meat, milk, cheese, vegetables, fruit, salads, cereals, sugar and flour, as well as high-growth areas such as cereals and McCains.

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For further information please contact Roz Britton or Jo Ramonell at the Red Tractor press office on 0845 456 6424.

\*\*\* AFS licensing data

Notes to editors:

1. Red Tractor businesses must be independently inspected to qualify for a licence. 450 independent experts carry out 70,000 inspections every year.
2. All products that carry the Red Tractor can be traced back to the farms.
3. There are approximately 375 companies licensed to pack Red Tractor assured food.
4. There are 78,000 Red Tractor farmers and growers in the UK, accounting for between 66% and 95% of output in the main commodity sectors.
5. Red Tractor businesses must comply with independently approved standards for food safety, animal welfare and responsible management of pesticides and waste.
6. All standards are constantly reviewed and updated and are available on the Red Tractor website [www.redtractor.org.uk](http://www.redtractor.org.uk)

**Assured Food Standards**

4th Floor, Kings Building, 16 Smith Square, London SW1P 3JJ  
T 020 7630 3320 F 020 7630 3321 E [enquiries@redtractor.org.uk](mailto:enquiries@redtractor.org.uk)

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**Registered office:**

4th Floor, Kings Building, 16 Smith Square, London SW1P 3JJ

[www.redtractor.org.uk](http://www.redtractor.org.uk)