

# New developments for Red Tractor logo

**AFS instigated new systems to work with retailers to ensure the integrity of the Red Tractor logo whilst developing opportunities to extend the use of the mark on retail.**

As a result there has been considerable interest in the use of the Principal Ingredients criteria for products such as breakfast cereals, flavoured milk, stuffed meat joints and poultry.

In addition, Nestle's Cereal Partners UK became the first breakfast cereal

manufacturer to join the Red Tractor scheme and incorporated the logo on Shredded Wheat packs. They were followed by McCain Foods on frozen chips. Both companies now use the logo to highlight to consumers their commitment to sourcing UK assured ingredients.

Also, Dairy Crest featured Red Tractor in their recent £1.5 million marketing campaign for Country Life butter, both on TV and through on-pack promotion.

