



Red Tractor – working for farmers to boost the reputation of UK food and drink

The Red Tractor logo now appears on over £7.5 billion worth of food every year. Recognised and trusted by millions of shoppers, the clear and simple on-pack logo tells consumers the food has come from assured farms.

The Union Jack in the logo makes it easy for shoppers to understand the origin of the food and when they see the flag they are guaranteed that the food has come from farms in the UK. Your farm assurance inspection ensures that you meet the strict standards necessary to be Red Tractor assured.

Assured Food Standards (AFS) works on your behalf, with major food producers, retailers and food service businesses to encourage increased use of the logo and raise consumer awareness.

- Premium branded manufacturers are also realising the benefits of Red Tractor. Wells & Young's now carries the logo on all bottles and casks of Young's Bitter. With Shreddies, Nestlé Cereal Partners UK is continuing to expand the range of its flagship products committed to using only whole grain from assured farms. Other premium consumer brands, including Silver Spoon, Allinsons, McCain and Dairy Crest (see below) are all continuing to expand their Red Tractor portfolios.

- Retailers continue to add new product ranges and promote the logo to their customers. Sainsbury's ran a successful online promotion highlighting Red Tractor food, while Tesco and Budgens will be promoting the logo in their customer magazines during British Food Fortnight (20 Sept – 5 Oct). Aldi recently featured the logo in TV advertising for their new range of 100% British sausages.



- Support from leading food sector companies such as Brakes' Prime Meats (pictured) and Pauleys' Fresh Produce has been increasingly important. Their commitment to supplying customers such as Orchid Pub Group, John Lewis in-store restaurants and ISS with assured pork, chicken, beef, lamb, milk, fresh produce and ale, means an increasing number of menus are now featuring the Red Tractor logo.

A Taste of Our Country Life
 Enjoy the best of Britain with Country Life

Sausage, Ham & Lamb Patties with Lemon Butter Sauce

1. Pre-heat the oven to 180°C (350°F).
2. In a large bowl, combine the mince, onion, bread crumbs, egg, salt and pepper.
3. Shape the mixture into 12 patties, 1.5cm thick.
4. Fry the patties in a little oil in a large frying pan for 5 minutes on each side.
5. Place the patties on a baking tray and bake for 15 minutes.
6. Serve with the lemon butter sauce.

Look out for...

The Red Tractor and Brakes Promotion in your local pub this British Food Fortnight – you could even win a weekend away!

Tips on "How to enjoy a Red Tractor Christmas", in James Martin's Christmas Feast Magazine, on shelf in November.

Visit our new website to find out more about the benefits Red Tractor can bring to your business. www.redtractor.org.uk