



Pauleys shows commitment to quality, fresh British produce with Red Tractor certification.

Pauleys has become the first national food service fresh produce wholesaler to be awarded the Red Tractor logo, demonstrating their commitment to supplying customers with quality sourced produce from British growers.

David Ibbotson, Director of Produce for Pauleys comments that “We are increasingly finding our customers are demanding quality, farm assured UK produce wherever possible. This is in response to growing consumer demand to be reassured when eating out of home, that high quality ingredients have been used, and consumers know where they have come from.

Pauleys sales teams have been fully briefed on the value of Red Tractor and the benefits it gives to Pauleys, and their consumers, with the ultimate aim of securing new commitments from customers looking to source seasonal UK produced produce.

Bryan Blair, an NFU farmer welcomes the news: “ We are a primary supplier to Pauleys and they are a very important part of our business, so it was great to be invited along today to promote professionally grown, quality UK products. From a grower’s perspective, it’s vital to know that customers really believe in Pauleys’ business and their suppliers”.

The link up is seen as being a huge boost to both parties. Red Tractor is the number one food assurance mark in the UK, now appearing on £7.5 billion worth of UK food and drink, up by £1.5 billion in just one year, while Pauleys are a leading supplier of fresh produce to the food service sector and specialist business of the Brakes Group.

For more info on Red Tractor and joining the scheme, please visit www.redtractor.org.uk.

ENDS

Notes to Editors:

1. Red Tractor can only appear on food that has been produced to Red Tractor standards at every critical link in the supply chain. This means feed suppliers, processing plants and, where relevant, animal welfare, must be independently inspected.
2. Red Tractor businesses must comply with approved standards for food safety, responsible management of pesticides and waste and, where relevant, animal welfare.
3. 450 independent experts carry out 70,000 inspections every year.
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. There are approximately 400 companies licensed to pack Red Tractor assured food.
6. All product that carries the Red Tractor can be traced back to the farm of origin.
7. The Red Tractor logo ensures ingredients have been farmed, and packed, in the UK.
8. All standards are constantly reviewed and updated and are available on the Red Tractor website www.redtractor.org.uk.