



## Red Tractor logo on beef

The rules for the use of the Red Tractor on beef **have not** changed since the logo was first launched despite claims otherwise in the trade press recently.

The Red Tractor is primarily a mark of assurance standards and can only be used on products that have been assured at all stages throughout the supply chain i.e. the farm, market (if applicable), transport and abattoir must all be assured.

The flag is an integral part of the logo and indicates both where the food has been farmed and processed. AFS has always cross-referred Food Standards Agency guidelines on origin labelling, and consistent with those guidelines, the flag must be an indication of where the animal was born, raised, slaughtered and processed.

The logo cannot appear without the flag and therefore the Union Jack in the Red Tractor logo indicates that the food is both farmed and processed in the UK.

### **Check with buyers**

Assured beef and lamb members must be aware that although there is nothing in the farm assurance scheme standards that prevent buying cattle from overseas it is strongly recommended that they check they have a market for such animals.

According to accepted definitions, including guidelines from the Food Standards Agency, meat can only be described as 'British' if it is born, reared and slaughtered in the UK. So retailers will not be able to market this beef as 'British' or label it with a Union Flag whether the flag stands alone or is included in a quality mark such as the Red Tractor logo.

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

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