

NFU Successes

Food Chain Unit /Assured Food Standards

- **Food Labelling**

Following considerable NFU lobbying, MEPs have voted in favour of new mandatory country of origin labelling requirements on food packaging, marking an EU success story for UK farming union members and food consumers. The issue has been a priority for the UK farming unions for a number of years and it is hoped that Ministers from the various member states will now follow the lead of MEPs and support the amendment in the vote at the forthcoming Council of ministers.

- **London 2012 Olympics**

NFU is a member of the London 2012 Food Advisory Group. Following a wide consultation and input from the NFU it has been announced that UK Red Tractor Assurance Standards will be set for all food wherever possible and seasonally available. This will ensure that the potential for British farmed and grown food to be served at the Olympics is maximized.

- **Safe and Local Supplier Approval (SALSA)**

SALSA is the Food Safety Certification Scheme for micro and small sized food producing companies. The NFU is now responsible for marketing the benefits to both buyers and producers and the number of businesses that have either successfully completed their audit or in membership and proceeding towards completion are well in excess of 700. The scheme now has over 1000 buyers registered to the site.

- **Red Tractor Value**

The Red Tractor logo now features on products with an annual retail sales value of £10 billion, a rise of over £1.5 billion in the last twelve months. It is now used by over 550 leading packers.

- **Red Tractor Brands**

In addition to appearing on packs of the major UK supermarkets, the red Tractor logo now appears on an increasing number of food brands including Carling, Shredded

Wheat and Greene King. A recent consumer report found the logo is recognised by 57% of consumers.

- **Red Tractor in Food Service sector Grown 50%**

The Food Service Industry now sees value in choosing Red Tractor assured ingredients and promoting food from assured British farmers. In conjunction with AFS the NFU has been at the forefront of this development and much of the growth in the food service sector. Brakes, 3663, Compass and Sodexo are just 3 companies licensed to use the logo with the latter committing to use Red tractor assured fruit and vegetables in 800 high profile outlets. There are now a circa of 2500 food service outlets that are licenced to use the Red Tractor logo.

- **Marketing of Red Tractor**

The NFU has worked with AFS in a number of marketing events including the BBC good food show, which aimed to raise awareness amongst visitors of the benefits of red tractor. Red Tractor has also benefited from TV and media advertising, through EBLEX beef and lamb advertising campaign.

- **Harmonisation Project: Alignment of AFS Farm Assurance Schemes**

The NFU has worked with AFS to successfully evolve the Red Tractor scheme by launching harmonised standards. This project is now in its second phase and the NFU is working with AFS to roll out the logos to 78,000 by 1st June 2011. This will mean all farm sectors and elements of the supply chain will be aligned. This will allow a more integrated approach particularly for mixed farms.

Issue date April 2011