



Acon A supply chain response to retailer environmental responsibilities

A SUPPLY CHAIN RESPONSE TO RETAILER ENVIRONMENTAL RESPONSIBILITIES

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OVERVIEW



Red Tractor is independently verified as a world-leader in food chain assurance

Red Tractor sets standards for the entire food chain and ensures compliance & traceability through independent auditing operating to ISO 17065

Standards cover food safety, animal welfare, environmental protection and human rights and apply to all British produce (except fish and eggs)

45,000 farmers are Red Tractor certified & the logo appears on £15bn of UK Food & Drink and is the most recognised and trusted UK marque

Every major Retailer & Caterer and many leading UK Brands insist on Red Tractor for their British buying specification & due diligence for primary produce

BENEFITS OF ASSURANCE



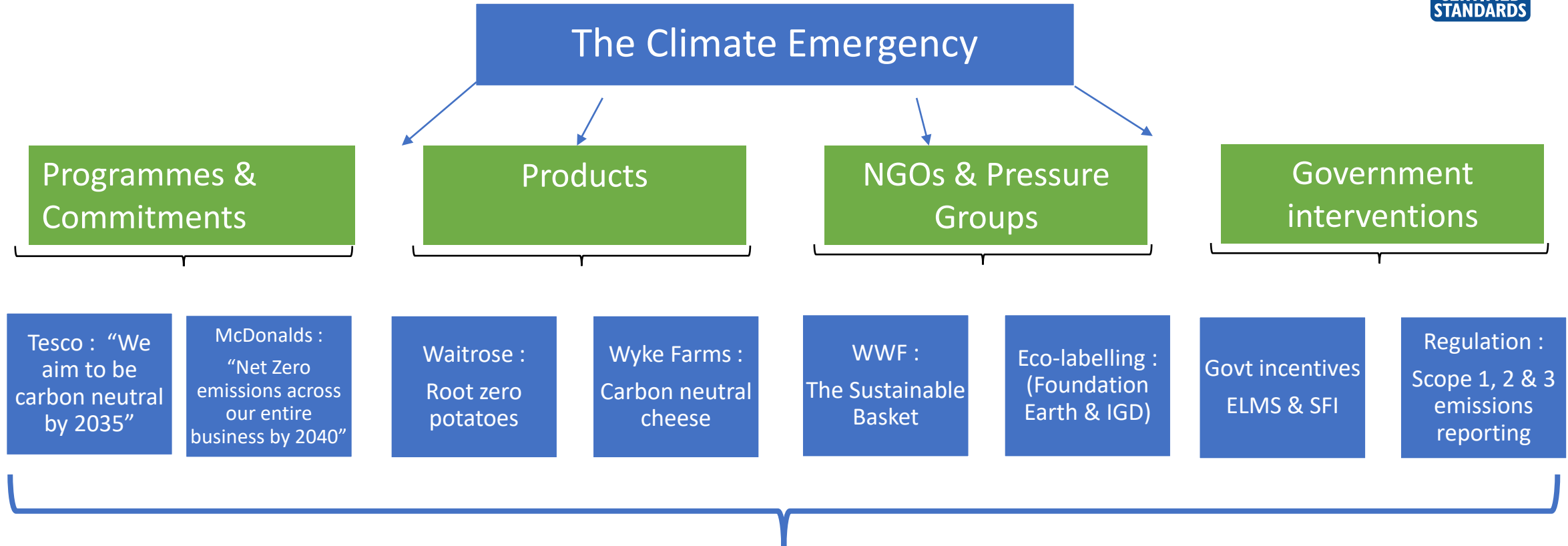
UPHOLDS STANDARDS

- Reassures consumers that food is safe and responsibly produced
- Builds on and supplements national controls on food safety and production
- Ensures a level playing field of production in a fragmented market (45k farmers)
- Differentiates British produce from imports or non-assured products

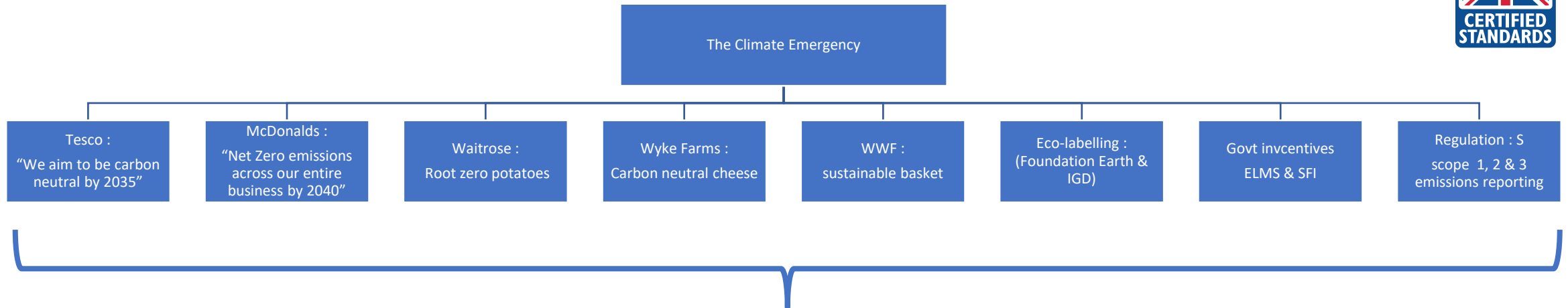
REDUCES AUDIT BURDEN AND COST

- Replaces Retail, Out of Home or Brand audits
- Replaces or reduces Government audits
- One set of standards and one audit provides total market access for producers, a buying specification and due diligence for all customers

RETAILER & THE ENVIRONMENT - CONTEXT



RED TRACTOR APPROACH



Red Tractor has interviewed, discussed and collected information from all sources and distilled it into a
"Common Industry Approach"
that meets the needs of the vast majority

The Red Tractor Environment module

THE PURPOSE



The Red Tractor Environment module



**A COMMON INDUSTRY APPROACH TO
REDUCE SPECIFIC END-CUSTOMER REQUESTS AND DEMANDS ON FARMERS**

Whilst also ...

Demonstrating UK agriculture's commitment to a greener approach

Demonstrating the environmental credentials of the meat & livestock sectors

MODULE CONTENT



CARBON FOOTPRINT

- Carbon footprint to be completed annually using any tool but used consistently
- Action plan to reduce emissions, progress recorded

SOIL MANAGEMENT

- Soil testing and a soil management plan required, reviewed annually and soil health measured

NUTRIENT MANAGEMENT

- Nutrient Management Plan required and reviewed annually
- Low emission spreading / variable rate fertiliser application

WASTE

- All eligible wastes including agri-plastics recycled
- Waste reduction targets set inc. food waste

BIODIVERSITY

- 5% farm dedicated wildlife habitat
- 3 Year biodiversity audit with plans to maintain / enhance biodiversity and progress recorded

MODULE OPERATION & DEVELOPMENT



YEAR I :

- FARMERS UPLOAD DOCUMENTS TO PROVE COMPLIANCE AND ESTABLISH BASELINES

SUBSEQUENT YEARS :

- FARMERS NEED TO DEMONSTRATE ACTIONS AND PROGRESS AGAINST BASELINES
- MODULE CONTENT TO ALTER TO REFLECT MARKET CHANGES ...
 - REGULATION, REPORTING, ACTIVIST PRESSURE, SPECIFIC ISSUES e.g. RIVER POLLUTION
- MODULE AUDITING TO CHANGE TO REFLECT NEW INDICATORS & METHODS ...
 - NASA DATA, 3RD PARTY INTELLIGENCE, CARBON SEQUESTRATION

RED TRACTOR LABELLING



The core logo appears on over £14bn of UK food & Drink



Enhanced animal welfare standards for Poultry and Pigs



Applies to free range chicken, turkey & ducks



Logo developed through consumer research to differentiate environmental credentials

THANK YOU

