

Red Tractor Labelling

Using the Red Tractor logo on multi-ingredient foods when the main ingredient is assured



Since 2006, Assured Food Standards (AFS) has extended the rules governing the use of the Red Tractor logo to allow it to be used when the main ingredient in multi-ingredient products is from an assured farm.

Why have we done this?

- While a lot of farm products are sold as 'primary' foods, many more are sold in foods that include a mixture of ingredients.
- AFS wants to be able to tell consumers that the main ingredient in these foods is assured and where it is from. Consumers are keen to know this.
- We believe that assured farmers should have recognition on-pack for producing the main ingredient.
- AFS wants to support assured farmers in the bid to meet consumer demand and to increase business.

What are the criteria?

1. The main ingredient being promoted must be named – see examples on the right.
2. It must come from the usual assured chain.
3. It must be at least 65% of the total product.
4. All of the named ingredient must be assured. All of the beef in a beef burger must be assured and have the same origin, for the Red Tractor logo to be used with a national flag. None of the beef can come from another source.
5. The flag in the Red Tractor logo on these foods is the consumer's guarantee of the origin of the named ingredient. So, for example, if the Union flag is there, that ingredient is wholly British.

How is it managed and controlled?

- The Red Tractor logo can only be used under licence from AFS.
- AFS authorises the use of the logo on Principal Ingredient products on a case-by-case basis, and only if all the rules are satisfied.
- All our producers and processors are audited by independent inspectors to ensure that the rules are being followed.

Examples of how logos appear on pack labels of different products

Beef roasting joint

Standard Red Tractor logo

The only ingredient is assured British beef



Beef Top Rump Steaks with a Mushroom Sauce

Logo must include the word 'Beef'.

All the beef is assured British beef. The logo does not refer to the mushroom sauce.



Plain wholemeal flour

Standard Red Tractor logo

The only ingredient is assured British wheat



Wholegrain Cereal with Cranberry

Logo must include the word 'Wheat'.

All the wheat is assured British wheat. The logo does not refer to the cranberries



For more information about using the Red Tractor logo on multi-ingredient foods please visit www.redtractor.org.uk, email enquiries@redtractor.org.uk or call 020 7630 3320.