



Using the Red Tractor 'Made With' Logo



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AIM

- The aim of the 'Made with' logo is to provide a clear indication that a key ingredient of a food is Red Tractor assured. It is primarily intended to be used on multi-ingredient foods. It can also be used on foods that consumers might believe to include multi-ingredients such as burgers and meat balls.
- The aim of this protocol is to set out clear rules for how the Red Tractor 'Made with' logo can be used on multi ingredient products **and** set out the Red Tractor licensing and monitoring compliance controls in place.
- This document is intended to provide support information and supplements the Red Tractor licensing terms and conditions.

SCOPE

- Primarily intended for use on multi ingredient foods including Meat Products, Breaded Products, Ready Meals, Hot and Cold Eating Pies, Flour Based Confectionary and Fruit Based Products
- Can be used on other processed foods such as burgers after specific agreement with Red Tractor.
- This logo should not be used on primary products such as whole cuts of meat and poultry, milk, fruit and vegetables etc.

NB: This Protocol does not apply to Sausages, Bacon & Ham which are already covered by BMPA Charter Standards and the normal Red Tractor licensing rules.

1. Application of the 'Made with' Red Tractor logo

Examples of the 'Made with' Red Tractor logo are shown below. The names of other characterising ingredients can be used:



- The logo can only be applied if the main or characterising ingredient of the food, which will normally be the protein is Red Tractor assured, e.g. the beef in a lasagne or lamb in shepherd's pie.
- 100% of the ingredient named in the logo must be Red Tractor assured.
- By default, other key ingredients of the product, (e.g. the potato in a cottage pie) should be Red Tractor assured. Derogations can apply where and when this is not practicable.
- Detailed criteria are provided in Section 2
- The 'Made with' logo is the only version of Red Tractor logo that can be used on products where the ingredient named is below 65% of the product. The use of other versions of Red Tractor logo remains unchanged.

2. CRITERIA FOR USE – PRODUCT STANDARDS

In order to use the 'Made with' logo the following rules must apply:

Product Type →

Rules

↓

**Product Title
(Main Descriptor)**

**Product Sub Title
(Secondary Descriptor)**

**Proteins and cheeses required
by these rules to be Red
Tractor**

**Products containing protein in
ingredients (may not be in
product titles) and may be
more than one**

Meat & Poultry Types

Meat Content

**Ingredients that characterise
the product that are available
assured**

e.g. potato on a cottage pie,

	Fresh & Frozen Burgers & Grill Steaks	Fresh & Frozen Ready Meals	Fresh & Frozen Hot Eating Pies & Savouries	Fresh & Frozen Breaded Products
Product Title (Main Descriptor)	Protein named in title must be Red Tractor	Protein named in title must be Red Tractor. NICE TO DO Other non-protein ingredient - Red Tractor if can e.g. Beef & Mushroom Casserole	Protein and cheeses named in title must be Red Tractor. e.g. Ham & Cheese Pancakes NICE TO DO Other non-protein ingredient Red Tractor if can e.g. Chicken & Leek Pie	Protein and any cheeses named in the title must be Red Tractor e.g. Chicken stuffed with Cheese & Ham
Product Sub Title (Secondary Descriptor)	Any protein named must be Red Tractor	Any protein named must be Red Tractor	Any protein named must be Red Tractor	Any protein named must be Red Tractor
Proteins and cheeses required by these rules to be Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor
Products containing protein in ingredients (may not be in product titles) and may be more than one	If applicable, must be Red Tractor	Must be Red Tractor e.g. Bolognaise that contains beef & chicken livers	Must be Red Tractor	If applicable, must be Red Tractor
Meat & Poultry Types	Whole Muscle or Trim No Head Meat or Offal	Whole Muscle or Trim No Head Meat or Offal unless Offal named e.g. kidney	Whole Muscle or Trim No Head Meat or Offal unless Offal named e.g. kidney	Whole Muscle or Trim (May be formed). If skin is added separately it must be added in natural proportions to the muscle.
Meat Content	Minimum 60 %			
Ingredients that characterise the product that are available assured e.g. potato on a cottage pie,	Effort must be made to source, permitted derogations are: - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product	Effort must be made to source, permitted derogations are: - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product	Effort must be made to source, permitted derogations are: - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product	Effort must be made to source, permitted derogations are: - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product

Product Type →

Rules

↓
Ingredients that characterise the product that are NOT available assured
 e.g. rice, crumbs and coatings
Other non-characterising ingredients that are available assured
 e.g. milk
Animal Fats added to products
Stocks & Bouillons

Gelatine

MSM

Hydrogenated Fat

Salt

Added Water

Artificial Colours & Flavours

Fresh & Frozen Burgers & Grill Steaks	Fresh & Frozen Ready Meals	Fresh & Frozen Hot Eating Pies & Savouries	Fresh & Frozen Breaded Products
Derogation applies	Derogations applies	Derogations applies	Derogations applies
Red Tractor if possible	Red Tractor if possible	Red Tractor if possible	Red Tractor if possible
Must be 100 % Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor
N/ A	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	N/A
MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site
Not permitted	Not permitted	Not permitted	Not permitted
Not permitted	Not permitted	Not permitted	Not permitted
Comply with FSA Guidelines	Comply with FSA Guidelines	Comply with FSA Guidelines	Comply with FSA Guidelines
Not permitted	N/A	N/ A	Up to 20 % MAX
Not permitted	Not permitted	Not permitted	Not permitted

Product Type →	Cold Eating Pork Pies & Pork Based Savoury Dishes	Scotch Eggs, Savoury Eggs and Gala Pies	Vegetarian Ready Meals / Side Dishes	Pizza
Rules ↓				
Product Title (Main Descriptor)	Protein named in title must be Red Tractor	Protein named in title must be Red Tractor	Ingredients named in the title must be Red Tractor	Protein and any cheeses named in the title must be Red Tractor
Product Sub Title (Secondary Descriptor)	Any protein named must be Red Tractor	Any protein named must be Red Tractor	Ingredients named in the title must be Red Tractor	All ingredients named must be Red Tractor if they are available as Red Tractor
Proteins / Ingredients required by these rules to be Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor	Must be 100 % Red Tractor
Products containing protein in ingredients (may not be in product titles) and may be more than one	Must be Red Tractor	Must be Red Tractor	N/ A	Must be Red Tractor
Meat & Poultry Types	Whole Muscle or Trim No Head Meat or Offal	Whole Muscle or Trim No Head Meat or Offal	N/ A	Must be Red Tractor
Meat Content	-		N/ A	N/A
Ingredients that characterise the product that are available assured e.g. flour in pastry, milk in sauce	Effort must be made to source, permitted derogations are: <ul style="list-style-type: none"> - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product 	Effort must be made to source, permitted derogations are: <ul style="list-style-type: none"> - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product 	Effort must be made to source, permitted derogations are: <ul style="list-style-type: none"> - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product 	Effort must be made to source, permitted derogations are: <ul style="list-style-type: none"> - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product

Product Type →

Rules



Ingredients that characterise the product that are NOT available assured e.g. rice, crumbs and coatings Eggs (Excluding those used for glazing)

Other non-characterising ingredients that are available assured e.g. milk

Animal Fats added to products Stocks & Bouillons

Gelatine

MSM

Hydrogenated Fat

Salt

Added Water

Artificial Colours & Flavours

	Cold Eating Pork Pies & Pork Based Savoury Dishes	Scotch Eggs, Savoury Eggs and Gala Pies	Vegetarian Ready Meals	Pizza
	Derogation applies	Derogations applies	Derogations applies	Derogations applies
	N/A	MUST be Lion Eggs	MUST be Lion Eggs	N/A
	Red Tractor if possible	Red Tractor if possible	Red Tractor if possible	Red Tractor if possible
	Must be 100 % Red Tractor	Must be 100 % Red Tractor	N/A	N/A
	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	N/A	N/A
	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	MUST be from a site that is certificated to BRC Global Food Standard, ideally UK product and UK site	N/A	N/A.
	Not permitted	Not permitted	N/A	N/A
	Not permitted	Not permitted	Not permitted	Not permitted
	Comply with FSA Guidelines	Comply with FSA Guidelines	Comply with FSA Guidelines	Comply with FSA Guidelines
	Not permitted	N/A	N/A	N/A
	Not permitted	Not permitted	Not permitted	Not permitted

Product Type →

Rules

↓

Flours

Sugars

Fruits

Ingredients required by these rules to be Red Tractor

Eggs

Flour Based Confectionary Products (e.g. Cake & Batter mixes, Biscuits, Cakes)	Fruit Based Products (e.g. Fruit Pies, Jams & Conserves)		
Must be Red Tractor	Effort must be made to source, permitted derogations are: <ul style="list-style-type: none"> - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product 		
Must be Red Tractor	Effort must be made to source, permitted derogations are: <ul style="list-style-type: none"> - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product 		
Effort must be made to source, permitted derogations are: <ul style="list-style-type: none"> - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product 	Must be Red Tractor		
Must be 100 % Red Tractor	Must be 100 % Red Tractor		
MUST be Lion Eggs	N/A		

Product Type →	Flour Based Confectionary Products (e.g. Cake & Batter mixes)	Fruit Based Products (e.g. Fruit Pies, Jams & Conserves)		
Rules ↓ Ingredients that characterise the product that are available assured e.g. butter	Effort must be made to source, permitted derogations are: - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product	Effort must be made to source, permitted derogations are: - May not be available all year round - May be unavailable due to poor harvest - Not technically suitable for required product		
Ingredients that characterise the product that are NOT available assured e.g. tropical fruit, crumbs	Derogations applies	Derogations applies		
Other non-characterising ingredients that are available assured e.g. milk powders, butters, fats	Red Tractor if possible	Red Tractor if possible		
Hydrogenated Fat	Not permitted	Not permitted		
Salt	Comply with FSA Guidelines	Comply with FSA Guidelines		
Artificial Colours & Flavours	Not permitted	Not permitted		

GLOSSARY & NOTES:

TERM	MEANING
Animal Fats	For the purpose of this Protocol animal fats are fats cut from animals or rendered – i.e. tallow, lard, bone fat. (Butter is not classed as an animal fat)
Characterising Ingredient	A distinctive feature of a product and one that a consumer would expect to see
MSM	Mechanically Separated Meat
Protein	All Meat & Poultry including Bacon, Sausages and Ham)

NOTES: Where a products origins are outside of the UK and the brand owner wishes to use non-UK product rather than UK copy in order to market the product as premium the matter should be discussed with Red Tractor - examples of this are Italian Mozzarella, Parmesan and Spanish Chorizo

3. SUPPLY CHAIN MANAGEMENT & LICENSING REQUIREMENTS

Companies using the ‘Made with’ Red Tractor logo must:

- Have systems in place to ensure the suppliers of relevant raw material are Red Tractor licenced and that the licence is maintained
- Ensure that they hold detailed raw material specifications with their raw material suppliers
- Ensure they have the systems in place to check their raw material suppliers are supplying to specification – this could be through auditing and / or testing programmes
- Hold certification to the BRC Global Standards for Foods and allow viewing access to Red Tractor through the BRC Directory

4. LICENSING PROCESS

- All Companies using the ‘made with’ logo must be Red Tractor Licensed – the following is an outline of the process that must be followed:

TASK	ACCOUNTABILITY	COMMENTS
1. Work with supplier to deliver contents of this protocol	Retail Technical Manager / Product Developer	
2. Develops detailed Product Specifications with supplier, validates and sign off	Retail / Technical Manager / Product Developer	This is prior to the production of Pack Copy for artwork house
3. Contacts Red Tractor Technical Manager for Licensing to arrange for supplier to be licensed	Retail Technical Manager / Product Developer	
4. Provide Red Tractor Technical Manager for Licensing with recipe and raw material pages from Product Specifications	Retail Technical Manager / Product Developer	<ul style="list-style-type: none"> • PDF or word document • Highlight ingredients where derogations are required • Confirm how the Red Tractor logo is to be used
5. Check Product Specifications	Red Tractor Technical Manager for Licensing	
6. Completes the Red Tractor licence application form	Supplier	<ul style="list-style-type: none"> • Will require the Retail Sales Value for Red Tractor (logo declaration only)
7. Licence Supplier	Red Tractor Technical Manager for Licensing	
8. Supply Red Tractor Head of Marketing with a PDF file of artwork / final packaging	Retail Design Team	

NB: THE ABOVE REFLECTS THE TASKS AND ACCOUNTABILITIES FOR RETAIL OWN BRANDS. FOR BRANDS THE BRAND TECHNICAL MANAGER WILL LIAISE WITH RED TRACTOR

Any changes to product specifications which impact on the Red Tractor must be communicated by the Retail Technical Manager / Product Developer to the Red Tractor Licensing Manager.

The licence is an annual one with an annual renewal required each year (April).

5. RED TRACTOR TRACEABILITY CHALLENGES

Red Tractor will conduct two Traceability Challenge visits to each licensee (site) a year to check the correct use of the 'made with' Red Tractor logo. All will be site based - i.e. not remote desk top / paper reviews.

Red Tractor Traceability Challenges are specific detailed checks of products carrying the logo. They are **not systems audits** as this duplicates the work that has already been completed in order for the food producing site to be licensed (i.e. BRC)

5.1 General Principles

- Traceability Challenges will be announced
- Traceability Challenges will be conducted by a third-party company contracted to complete the work
- The auditor will check the manufacturing site has BRC Global Food Standard Certification
- The auditor will be provided with copies of Product Specification pages held by Red Tractor.

5.2 Site Tour & Manufacturing Process

Auditors are required to complete a site tour, ideally within 20 minutes of arrival at the licensee.

The site tour is to ensure understanding of the product manufacturing process, traceability and labelling systems. This familiarisation aids the review of paperwork that the site provides for the specific product Traceability Challenges.

5.3 Product Selection

A number of products will be selected for **full raw material/recipe** traceability, they will:

- Cover all logo use scenarios for the site
- Will be products selected from a store prior to the visit
- Will be announced on the day.
- Will be products produced or packed since the previous TC but not those being produced on the day of the challenge.
- Will include a mass balance for the product named in the 'Made with' Red Tractor logo, reconciled back to invoice from raw material supplier

5.4 Raw Material Reconciliation

- During the site visit the auditor will select a delivery of Red Tractor assured raw material from delivery note and invoice and seek to reconcile the whole batch against products.
- The same exercise will be completed with a delivery of non-assured raw material to establish it was not used in product carrying the Red Tractor logo.

5.5 Non-Conformance Management

The auditor will leave on site a written list of any issues / non-conformances found on the day and ask the site Technical Manager / a member of the sites Senior Management team to sign that they agree. A copy will be retained by the auditor.

All critical and major non-conformances / misuse of Red Tractor logo will be reported on the day of the TC to the Red Tractor Assurance Head of Assurance or Red Tractor Assurance Technical Manager for Licensing.

In the case of own label products, the Red Tractor Assurance Head of Assurance or Red Tractor Assurance Technical Manager for Licensing will then report the findings to the Retail Technical Manager or relevant brand owner. (This will be completed in conjunction with the site).

Actions taken by Red Tractor as a result of the identified non-conformances will be proportionate. For guidance the auditor will classify any non-conformance as follows:

A **Critical Non- Conformance** is defined as evidence that a Licensee is knowingly misusing the Red Tractor logo through fraudulent activity.

A **Major Non- Conformance** is defined as **both** evidence that the Red Tractor logo **WAS** being incorrectly used or applied **AND / OR** evidence of a breakdown of a system or no system that could lead to the potential misuse / incorrectly applied Red Tractor.

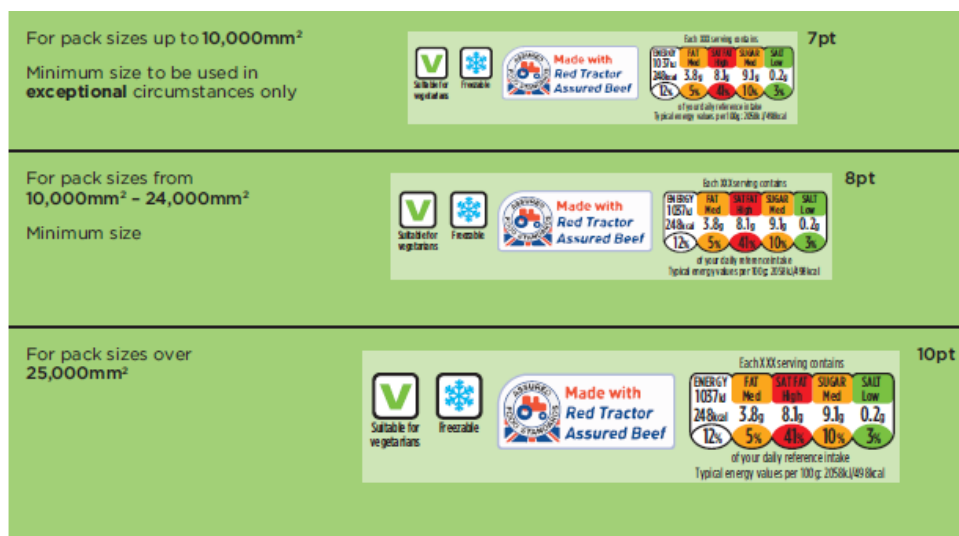
A **Minor Non- Conformance** is defined as a minor error or anomaly in a system or paperwork but not one that could lead to the potential misuse / incorrectly applied Red Tractor.

6 Artwork - Position and Size of the logo:

- In line with current practice, we hold hi-resolution versions of the logo for issue to licensees.
- The logo must be positioned on the ‘Sales Face’ of the product.
- We suggest best practice is to position the logo next to customer information panel specifying the Energy, Fat, Salt and Sugar content of the product, (see illustration below).



- A minimum size of the Red Tractor logo is specified. As the food facts panel has many variants in terms of panel size, icon size etc., the only unit which can be measured against pack size is the point size of text within the Red Tractor logo. Minimum sizes for the Red Tractor logo are shown below:



- The sizes given are an indication only. Icon size should be chosen based on aesthetics and achieving a balance between being easy to read by the customer and not over dominating the pack photography or graphics.

Pack Approvals Process:

- It is the responsibility of the retailer / foodservice operator and their pack design teams to ensure that individual packs conform to the guidelines above.
- A sample artwork layout of the final design for each product range / category should be provided to the Red Tractor Head of Marketing for approval prior to printing.

7 RED TRACTOR CONTACTS

What For?	Position	Telephone	Email
Technical Licensing Manager	Vivienne Twiselton	020 7630 3323	viv.twiselton@redtractor.org.uk
Consumer & Trade Communications	Jonathan Draper	020 3617 3678	jonathan.draper@redtractor.org.uk
General Enquiries		020 7630 3320	enquiries@redtractor.org.uk

8 PRODUCT LABELLING EXAMPLES

