



Red Tractor Claim Definition

The following clarification is designed to aid licensees in their interpretation of clause 2.1b (of the Processors and Packers Licence Agreement) and 2.1a (of the Wholesalers & Traders and Food Service Operators Licence Agreements).

The word "Claim", as used in clause 2.1b of the Processors and Packers Licence Agreement and 2.1a of the Wholesalers & Traders and Food Service Operators Licence Agreements, is to claim to source and supply Red Tractor Assured Products (a "Red Tractor Assurance Claim"), whether or not the Logo(s) is/are physically applied to such products, and to apply such a claim to Red Tractor Assurance Products which is an implicit indication of the Red Tractor Assured status and British origin of the product sold.

Examples include:

- Application of the Red Tractor Logo/s to **product**;
- A public statement made by a processor, packer or their supply chain customer, wholesaler, trader or food service operator (e.g. text on publicly accessible websites, marketing materials, emails, menus) asserting that **product** sold is Red Tractor Assured;
- Documented identification on **product** as Red Tractor Assured (e.g. "Red Tractor", "RT", "RTA", "RT Assured" etc.) in accordance with section 5 of the Licence Agreements;
- Use of the Red Tractor Logo/s or terminology (e.g. "Red Tractor", "RT", "RTA", "RT Assured" etc.) and/or a statement on paperwork identifying or asserting the product is Red Tractor Assured e.g. invoices, delivery notes (used, for example, to supply RT product to meet a customer's buying specification).

Where Red Tractor Assurance is used purely for the accreditation of **systems** on farm, as a demonstration of pre-farm gate due diligence, this does not constitute a "Claim".

If, at any stage beyond this point, a user (perhaps the end user) wants to utilise Red Tractor, then product would need to be segregated and documented as Red Tractor throughout the supply chain. This would mean an implicit indication of the Red Tractor Assured status of the product sold and would constitute a claim.