



RED TRACTOR LICENCE GUIDANCE FOR FOOD SERVICE APPLICATIONS

Red Tractor is a whole chain assurance scheme with standards that apply from farm gate to finished product. Every site processing, packing, wholesaling, trading or selling Red Tractor claimed products through a food service outlet is required to hold an appropriate Red Tractor Licence and receive regular Traceability Challenges to ensure that Red Tractor claimed product is fully segregated, traceable back to the assured farms of origin and that only eligible product is sold with a Red Tractor claim. Please refer to the Red Tractor Claim Definition for a full explanation of what constitutes a Red Tractor claim.

How to Apply

If you do not already have a username and password, you will need to register via the portal:

<https://checkers.redtractor.org.uk/rtassurance/services.eb>

Click on 'Register for Access' and select 'Licensee' (skip this step if you are already registered).

Once you have received your username and password, you will be able to register your company. Login and click on Licensees > Licensing > Start an Application. Your Licence will be set up and we will let you know as soon as your application is ready to be completed.

You will be asked to supply the following details:

- List of your suppliers - you must have a supplier listed for each sector you are claiming products are Red Tractor Assured, and they must be eligible. You can check a supplier's live status by logging in and using the Licensee Checker
- List of products where you make a Red Tractor claim
- Details of how you ensure the Red Tractor claimed products you are marketing are eligible

When this section has been submitted, you will be able to complete the remainder of the application:

- **Sales Value**
Value of invoiced Red Tractor sales during the year 01/04 – 31/03 (an estimate is acceptable in the first year)
- **List of outlets**
These can be uploaded in a single spreadsheet
- **Licence Agreement**
Terms & Conditions must be agreed and signed by a person in authority. This can be downloaded during the application, or a copy can be sent upon request in advance of completion.
- **Download Invoice**
- **Fees**
Fees are payable at application and upon renewal of the Licence and are based on the % of Red Tractor sales. For a precise figure, please provide an estimate of sales and we will be able to calculate the fee.
- **Your Certificate**
The Licence Certificate is issued upon processing of payment and is valid until 31st March of the following year. You will be invited to renew your Licence a few weeks before expiry.

Traceability Challenge

Following approval of your Licence, your details will be passed on to our third-party auditor who will undertake a Traceability Challenge on our behalf. This is to make sure that the products you claim are Red Tractor are eligible by



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meeting the required eligibility criteria at every key stage of the supply chain, are traceable back to assured farms of origin and the Red Tractor logo/claim is being used correctly. There is no additional charge for the Traceability Challenge, the cost is covered by the Licence fee.

Assessments are physical (on-site) and announced where a Head Office visit takes place, with unannounced visits occurring at outlets (where it is suitable to undertake unannounced visits).

Approval of Artwork

All artwork on menus and promotional materials must be approved by Red Tractor before going to print (we can also advise on appropriate wording, if required). It is important that the text reflects exactly what is being advertised, for example 'All our beef steak is Red Tractor Assured' or 'All our Rotisserie Chicken is Red Tractor Assured'. Artwork should be sent to: licensing@redtractor.org.uk

If you have any questions about Red Tractor or the licensing process, please contact one of our Technical Managers (Licensing):

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Red Tractor Technical Manager (Licensing)

Meat & Poultry

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