



January 2025

Dear Red Tractor Licensee,

Red Tractor Licence Renewal & Traceability Challenge Programme 2025-2026 Food Service

Happy New Year from all of us at Red Tractor. We are grateful for all our licensees and we wish to thank you for your loyalty and all you've done to support us in 2024. We hope this year is one of success for your business.

We have pleasure in informing you that our licensing portal is now open and hereby invite you to renew your Red Tractor Licence for the year 2025-2026.

This letter contains updates and a reminder of essential information. We encourage you to read the letter and appendices and to please share with any relevant colleagues.

Please be aware that your current Red Tractor Licence **expires on 31 March 2025** and your licence status will change to "Not Valid" on our online Licensee Checker should your licence not be renewed by this date. Therefore, please allow sufficient time for your application to be approved and your payment to clear as your new licence for 2025-2026 cannot be issued until the entire process has been completed.

Licence Renewal

To begin the renewal, please login to the licensing portal [here](#).

If you have forgotten your password, you can reset it by completing "Forgotten your login details?".

The application is divided into two sections. All steps in Section 1 must be completed before you can complete those in Section 2.

SECTION 1

- Please review and, if necessary, update your suppliers, outlets, product lists and sectors/species. Products listed should be those which are sold with a [Red Tractor Claim](#) and must include a product description of the assured product/ ingredient e.g. 3oz beef patty/burger, rotisserie chicken.

SECTION 2

- **Red Tractor Sales Value** (enter the invoiced sales value excluding VAT of Red Tractor claimed products for the year ending 31 March 2025, you may need to enter a forecast of sales for the remaining weeks of the year). If required, there is the opportunity to enter a PO number at this point. For Food Service licensees, the sales value is the cost of goods in, not the cost of the finished product to customers.
- **Licence Agreement** (see Appendix 1).
- **Download your invoice** - it is important to use your licence or invoice number to identify your payment. Your Red Tractor Licence certificate will be issued as soon as payment has been processed.

Please be aware that we will return your application for revision if any details are missing.

Keeping your licence up to date

We do require that you keep the information on your application up to date throughout the licensing year. If you need to add a new sector, product, supplier and/ or outlet, please contact the relevant Technical Manager (Licensing) and ask for your application to be opened for editing. Please remember to always include your licence number.

Requirements for Licensees

Please note, there are essential documents available for licensees on our website [here](#). We encourage you to look at this information.

Traceability Challenge (TC) Programme

All licensees are subject to Traceability Challenges. These assessments check that products being marketed and sold as Red Tractor meet our Eligibility Criteria at every required step of the assured supply chain and are traceable. For further information, please refer to Appendix 2.

Using our Checker Services

We wish to remind you that our Checker Services are available for Licensees and must be used for verifying the Red Tractor status of suppliers. Each relevant member of staff should have their own login which can be requested [here](#).

More information on the use of the Licensee and Industry Checker can be found in Appendix 3.

Supply Chain Problems

If at any time during the licensing year you encounter any issues with sourcing Red Tractor Assured products, please contact us immediately. We may be able to assist you in finding new Red Tractor suppliers.

Red Tractor Logos and Artwork Approval

All artwork/ menus containing any of the Red Tractor Logos must be sent to the relevant Technical Manager (Licensing) for approval at licensing@redtractor.org.uk before going to print. Whilst you are licensed you may use the Certified Standards Logo on your website and/or the appropriate logo for the product/s on your menus. To avoid misleading the consumer, where logos are used or references to Red Tractor are made, they must relate directly to the assured product/ ingredient you are advertising.

I hope this letter and appendices are helpful in explaining our renewals process and supporting you in your application. If you have any questions, please do not hesitate to get in touch.

We look forward to working with you during our next licensing year 2025-26 and thank you for your continued support of Red Tractor.

Best wishes,



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Appendix 1. LICENCE RENEWAL

Please login to begin your renewal [here](#).

A link will be visible for Renewals 2025-26.

All information entered last year has been brought forward and can be re-selected if still relevant or, if not, it can be de-selected.

If you have any questions, or need any help at any time, please contact the relevant Red Tractor Technical Manager (Licensing).

Your current Red Tractor Licence will expire on **31 March 2025**. Please ensure that you allow sufficient time for your application to be approved and payment to be processed, with renewal applications being made at the latest 3 weeks before expiry of your current licence period. In addition, to avoid delays in approving your application, please check the following before submitting:

- Have you selected all applicable sectors?
- Have you listed all products you are selling with a Red Tractor claim?
- Have you tagged all your suppliers? Please include all, even those you use infrequently.
- Is your list of outlets up to date?
- Is your Red Tractor Sales Value correct and verified? Red Tractor Sales Value in respect of each Licensed Outlet is from 1 April 2024 to 31 March 2025 and is the value of the assured ingredient coming in.

Licence Agreement

The Licence Agreement can be downloaded from the portal. We would like to remind you that the Agreement must be approved and signed by a person who has the authority to agree to the Terms and Conditions and can validate the declared Red Tractor Sales Value.

We recommend that the person in authority reads the Agreement prior to the start of the licence application to ensure that the conditions are clearly understood and the Red Tractor Sales Value is verified as accurate and correct.

We would like to bring the following Licence Agreement technical rule changes to your attention. These changes now feature in our Licence Agreement for 2025-26. This is a summary only so please read the new Licence Agreement carefully and in full before confirming your agreement to it:

- Clause 2.4 - we have introduced a new “Special Conditions” section to the Licence Agreement which allows Red Tractor Assurance to impose special conditions (where felt necessary) which must be met in order for the licence to continue. Such conditions may include additional assessments or third-party reports (to be carried out or commissioned at the Licensee’s cost) and a requirement that the Licensee complies with recommendations set out in any related action plan or report.
- Clause 5.2 – we have changed the frequency at which the Licensee shall test the effectiveness of their traceability system (by verifying Red Tractor claims on selected products) from monthly to at least 3 times per annum.
- Clause 10.1 – this clause already requires the Licensee to keep updated any changes to their suppliers. We have now added that any change in the Licensee’s product list of Red Tractor Assured Products is also notified to Red Tractor.

Invoices

The invoice will be available to download as the last step of your application. If you need to enter a PO number, you will have the opportunity to do so when you enter the Red Tractor Sales Value and before you select download. Please allow sufficient time for your payment to be processed. If you have an enquiry regarding the fee, please contact our commercial team at trademarketing@redtractor.org.uk

When making payment please ensure that your licence number is used as the payment reference.

Appendix 2. TRACEABILITY CHALLENGE PROGRAMME 2025-26

In April 2024, Red Tractor took the decision to part company with our service provider and move our Traceability Challenge Programme in-house. We now manage the pool of traceability assessors, report reviewing and close out of any non-conformances directly.

Following a Traceability Challenge, and if any issues are found, the assessor will leave details of non-conformance/s with you.

If a critical or three or more major non-conformances are found, the assessor will contact Red Tractor whilst still on site to agree next steps. This may result in suspension or termination of your Licence and/or could involve additional visits and/or special conditions being applied, possibly at your expense which will be invoiced directly by Red Tractor.

Where major or minor non-conformances are found, and your licence has not been suspended or terminated, these must be closed out within 28 days of the visit by providing satisfactory corrective evidence.

Unannounced Traceability Challenges

Unannounced Traceability Challenges will continue for the 2025-26 licensing year for food service outlets such as restaurants but will remain announced at Head Office visits and outlets such as schools.

Traceability Challenge Checklist and Non-Conformance Codes

The checklist of minimum requirements which assessors will be verifying during a Traceability Challenge to ensure a licensee has adequate traceability systems and processes in place, as well as the list of non-conformance codes, can be found [here](#).

Non-conformance classification is based on the impact the failing can have in terms of potential for a product to be erroneously labelled with the Red Tractor Logo/claim. If you have any queries about non-conformances issued by the assessor, they should be raised with the relevant Red Tractor Technical Manager (Licensing). Please note, not all non-conformances listed will be applicable to food service licensees.

Appendix 3. LICENSEE CHECKER

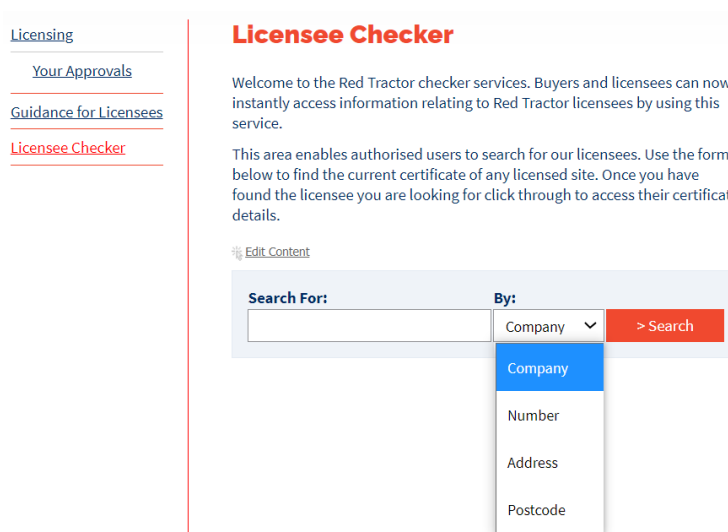
In addition to the Industry Checker service, we continue to offer the Licensee Checker. As a reminder, the Licensee Checker allows users to verify approved product categories. For example, where previously a licensee was identified as licensed for fresh produce, the checker now also provides detail on approved product categories e.g. cherry tomatoes, chilli peppers and strawberries. This development applies across all sectors and licensee types.

The Licensee Checker must be used to verify the Red Tractor Licence status of suppliers if you are buying in Red Tractor product directly from other companies.

It is important to appreciate that the status of any Red Tractor Licensee in the supply chain can change at any time. Our Licensee Checker provides a live status and is the most robust way of verifying the Red Tractor Licence status of a food business at any given time.

The Checker can be found when you login to Checkers and Services. Click on “Licensees” and select “Licensee Checker” in the drop-down list.

If there are no matching records, you must assume that the food business does not have a valid licence. Please contact the relevant Technical Manager (Licensing) who will confirm the situation. When searching for a Licensee, you can use any of the following fields:



The screenshot shows a web interface for the Licensee Checker. On the left, there is a navigation menu with links for 'Licensing', 'Your Approvals', 'Guidance for Licensees', and 'Licensee Checker'. The main content area is titled 'Licensee Checker' and contains a welcome message and instructions. Below the text is a search form with two input fields: 'Search For:' and 'By:'. The 'By:' field has a dropdown menu with options: 'Company', 'Number', 'Address', and 'Postcode'. A red button labeled '> Search' is positioned to the right of the 'By:' field. There is also a small 'Edit Content' link above the search form.

Industry Checker

If you are not already registered to use the Industry Checker, you can request access by clicking on “My Account” and selecting Industry Services:

[Apply for Industry](#)

[Services](#)

[Apply for Licensee](#)

[Services](#)

The Industry Checker can be used for vertical back to farm traces and all Red Tractor claimed product must be supplied by businesses which hold a valid Red Tractor Licence.

[End]