



## RED TRACTOR LICENCE GUIDANCE FOR PROCESSOR AND PACKER APPLICATIONS

Red Tractor is a whole chain assurance scheme with standards that apply at farm, post farm-gate and through to finished product. All licensed sites are assessed through Traceability Challenges to ensure that Red Tractor claimed product is fully segregated, traceable back to the assured farms of origin, the site handling the product holds appropriate third-party accreditation (licensing eligibility criteria) covering animal welfare (where applicable), food safety and product traceability and that only eligible product is sold with a Red Tractor claim. All companies claiming to source, pack and supply Red Tractor product must be licensed to do so. Please refer to the Red Tractor [Claim Definition](#) for a full explanation of what constitutes a Red Tractor claim.

The Red Tractor logos are Trademarks registered to Assured Food Standards t/a Red Tractor Assurance and can only be used for the licensed purpose.

### 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 start an application. 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.

### Section 1: Completing Your Approval

#### ➤ **The Application process**

The first part of the application asks for information about your products, customers, suppliers and your eligibility.

#### ➤ **Eligibility Criteria**

Before applying, please ensure that you hold the required third-party accreditation. Please ask for a copy of the licensing eligibility criteria for your sector or it can be accessed [here](#).

#### ➤ **Products**

Please list all products to be sold with a Red Tractor claim. If they are multi-ingredient products (less than 95% assured ingredient), you will need to click "Add Ingredients" and enter the components and their percentages. 100% of the assured ingredient must be Red Tractor Assured.

#### ➤ **Suppliers**

You will be asked to tag your suppliers. They can be found using one or two identifiers (Licence number and postcode). If you are unsure whether a supplier is eligible or they cannot be found, please contact the relevant Technical Manager (Licensing).

#### ➤ **Customers**

All direct supply customers who are being sold Red Tractor claimed product/ have specified Red Tractor must be listed.

#### ➤ **Sales Value**

The Sales Value is the value of Red Tractor sales processed and invoiced through the site within the period 01/04 – 31/03. An estimate is acceptable in the first year.

***Products, suppliers and customers must be kept up to date throughout the year.  
Ask for your Licence to be opened for editing.***



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**Section 2: Once the first section has been approved by Red Tractor you will be able to complete the remainder of the application**

- **Licence Agreement**  
The Terms & Conditions must be agreed and signed by a person in authority. This can be downloaded during the application, a copy can be sent upon request or it can be accessed [here](#).
- **Licence Fee and Sales Value**  
The Licence fee is based on the annual value of Red Tractor invoiced sales from 01/04 to 31/03. New licensees should provide an estimate of sales. The fee is determined by the value of Red Tractor product invoiced, 0.05% (meat, poultry, dairy and wool) and 0.03% (fresh produce & combinable crops). There is a minimum fee and a maximum fee. All fees exclude VAT.
- **Invoice**  
You can enter a PO number here before downloading your invoice.
- **Your Certificate**  
As soon as payment has been processed, your Licence Certificate is available to download.

### Traceability Challenge

Red Tractor manage a Traceability Challenge Programme across all licensed sites. Once your site is licensed, it will be subject to Traceability Challenges. One of our team of assessors will carry out a Traceability Challenge (unannounced). This is not a full systems audit (as this would duplicate the work undertaken at the eligibility criteria audit) but it is an assessment carried out to ensure that the products you claim are Red Tractor Assured are eligible to carry this claim by verifying that the required eligibility criteria at every key stage of the supply chain is met, products 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.

### Approval of Artwork carrying the Red Tractor logo

All artworks must be sent for approval before going to print to: [licensing@redtractor.org.uk](mailto:licensing@redtractor.org.uk). Please ask for a copy of the Brand Guidelines and ensure a list of ingredients is supplied.

### Licence Renewals

All licences expire on the 31/03. You will be invited to renew a few weeks before expiration.

If you have any questions or need any assistance, please contact:

#### **Amy Panton**

Red Tractor Technical Manager (Licensing)  
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