



January 2026

To our valued partner,

## Red Tractor Licence Renewal & Traceability Challenge Programme 2026-2027 Food Service

Happy New Year from all of us at Red Tractor.

2025 marked 25 years since the creation of the Red Tractor logo. Since our founding in 2000, we've come a long way, and we want to say thank you to all our licensed food businesses for all that you do to help build trust and pride in British food and farming.

Today, over **£17 billion** worth of British food is Red Tractor assured, and all major UK retailers rely on Red Tractor standards to source high-quality, traceable British produce. We're proud to work with licensees across the food industry to maintain internationally admired standards for British food that everyone can trust.

75% of UK shoppers recognise the Red Tractor logo, the majority saying it increases their trust in the food they buy, which supports our vision to be the pride of British food and farming, trusted at home and abroad by consumers, buyers and Government.

We have pleasure in informing you that our licensing portal is now open and **hereby invite you to renew your Red Tractor Licence for 2026-2027.**

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 2026** and your licence status will change to "Not Valid" on our online Licensee Checker should your licence not be renewed by this date. Businesses that are no longer Red Tractor licensed cannot make any Red Tractor claims on menus, marketing materials or websites.

Please allow sufficient time for your application to be approved and your payment to clear as your new licence for 2026-2027 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:

#### SECTION 1

- o Please review and, if necessary, update your suppliers, outlets, product lists and sectors/species. Products listed should be those which are sold with an [Red Tractor claim](#) and must include a

product description of the assured product/ ingredient e.g. rolled roasting beef 2-3kg joint, milk whole pasteurised bottle 568ml.

## SECTION 2

- **Red Tractor Sales Value** - please declare the total annual invoiced sales value of Red Tractor claimed products for the period 1 April 2025 to 31 March 2026. Red Tractor claimed products are those which fall within our [claim definition](#). You may need to enter a forecast for any remaining weeks to 31 March 2026. If this is a new application, you should enter a forecast for the next 12 months for invoiced sales value (excluding VAT) of Red Tractor claimed products. 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** - enter PO Number if required before downloading your invoice, download invoice and refer to Terms of Payment (on receipt). 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.

### **Red Tractor logos**

This year, we have pleasure in announcing the launch of two new modules to the Red Tractor Pigs Scheme - Enhanced Welfare Outdoor Bred and Free Range with distinctive logos to help you clearly communicate higher animal welfare with the appropriate logo for the product/s on your menus. The new modules build on the success of Red Tractor's additional welfare tiers in the poultry sector.

The new modules are intended to streamline assurance activity for our farming members and licensees, who currently participate in multiple schemes, by reducing audit duplication and improving efficiencies in supply chains.

We also continue to offer our Enhanced Welfare logo (which meet all the Better Chicken Commitment (BCC) requirements) and our Free-Range poultry logo. Please contact Amy Panton (Technical Manager, Supply Chain Assurance) if you would like to apply to use our Enhanced Welfare and/or Free Range logo/s.

### **Artwork approval**

All artwork containing any of the Red Tractor logos must be sent to the relevant Technical Manager (Supply Chain Assurance) for approval at [licensing@redtractor.org.uk](mailto: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. In terms of listing products on your licence, those which require artwork approval should be listed on the product list even if not yet launched.

### **Keeping your licence up to date**

We ask that you please 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 (Supply Chain Assurance) 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](#).

## Traceability Challenge (TC) Programme

All licensees are subject to Traceability Challenges. These assessments check that products being marketed and sold with a Red Tractor claim meet our Eligibility Criteria at every required step of the assured supply chain and are traceable. Please refer to Appendix 2 for further information on the programme and an update on the submission of evidence.

## 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](#).

## 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.

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 2026/27 and wish to thank you for your continued support.

Best wishes,



**Joanna King**

Head of Supply Chain Assurance

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T. 07881 378086

## KEY CONTACTS:

### General Enquiries:

[licensing@redtractor.org.uk](mailto:licensing@redtractor.org.uk)

T: 020 7630 3320

### Traceability Challenges:

[rttc@redtractor.org.uk](mailto:rttc@redtractor.org.uk)

### Amy Panton

Technical Manager (Supply Chain Assurance)

Meat & Poultry

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T: 07901 209039

### Rob Brown

Technical Manager (Supply Chain Assurance)

Fresh Produce, Combinable Crops and Dairy

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T: 07552 193693

### Abbie Condon

Operations Manager (Supply Chain Assurance)

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T: 07917 528567

## Appendix 1. LICENCE RENEWAL

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

A link will be visible for Renewals 2026-27.

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 (Supply Chain Assurance).

Your current Red Tractor Licence will expire on **31 March 2026**. Please ensure 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 thoroughly 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 2025 to 31 March 2026 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 change to your attention. This change now features in our Licence Agreement for 2026-27:

- Clause 5.5 - *In the event of a product recall where the affected product is labelled with the Logo, the Licensee shall inform their enforcement authority, the Food Standards Agency (FSA) or Food Standards Scotland (FSS) and RTA.*

### 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 this when you enter the Red Tractor sales value. Please allow sufficient time for your payment to be processed. If you have an enquiry regarding the fee, please get in touch.

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

## Appendix 2. TRACEABILITY CHALLENGE PROGRAMME 2026-27

Our wholly owned and operated Traceability Challenge Programme for licensees is comprehensive and industry leading. Our licensees receive Traceability Challenges to assess the systems in place to ensure that the product/s being sold with a Red Tractor claim are eligible to carry the claim.

Traceability Challenges are assessments of a Licensee's traceability system and can include back to farms traces, forward traces and two mass balances.

Following a Traceability Challenge, the assessor will ask you to sign a visit report which is your acceptance of no issues or any non-conformances found. A copy of this report will be emailed to you whilst the assessor is on-site or as soon as they upload the report when Wi-Fi access is available.

Corrective evidence to close-out any non-conformances raised are submitted via our Checkers page and guidance can be found [here](#). These corrective actions are then reviewed and approved by the relevant Technical Manager (Supply Chain Assurance).

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, they must be closed out within 28 days of the visit by providing satisfactory corrective evidence.

Traceability Challenges at food service outlets, such as restaurants, are conducted unannounced whilst at Head Office sites and outlets such as schools they are announced. We would like to remind you that as part of the licence renewal process, there is a question to answer which is designed to capture dates (15 maximum within the licensing year) where an unannounced visit may be difficult for you to accommodate. Our assessors will endeavour to avoid visiting your site on the dates provided.

### **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 questions about the non-conformances raised by one of our assessors, please contact the relevant Red Tractor Technical Manager (Supply Chain Assurance). Please note, not all non-conformances listed may be applicable to food service licensees.

**[End]**