



RED TRACTOR LICENCE GUIDANCE FOR FOOD SERVICE APPLICATIONS

Red Tractor is a whole chain assurance scheme with standards that apply at farm, post farm-gate and through to finished product. Food business operators who are processing, packing, wholesaling, trading or selling Red Tractor claimed products are required to hold an appropriate Red Tractor Licence and receive 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.

The Red Tractor logos and terminology (Red Tractor[®], Red Tractor Assured[®], Red Tractor Assurance[®], Red Tractor Certified Standards[®]) 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 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 Red Tractor status by using our 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

The Licence fee is based on the annual value of Red Tractor claimed 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, multiplied by 0.05% for meat, poultry, dairy and wool and by 0.03% for fresh produce & combinable crops. For Food Service providers 'invoiced sales' relates to the purchase value of Red Tractor assured ingredients and not the total cost of the final meal/product. There is a minimum fee and a maximum fee. All fees exclude VAT.

➤ List of outlets

These can be uploaded in a single spreadsheet.



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➤ Licence Agreement

Terms & Conditions must be agreed and signed by a person in authority. The Licence Agreement can be downloaded during the application, a copy can be sent upon request in advance of completion or it can be accessed here.

➤ Download Invoice

➤ Licence Fee

The licence fee is payable at application and upon renewal of the Licence.

➤ Your Certificate

The Licence Certificate is issued upon processing of payment and is valid until 31/03 of the following year. You will be invited to renew your Licence a few weeks before expiry.

Traceability Challenge

Red Tractor manage a Traceability Challenge Programme across all licensed sites. Following approval of your Licence, your details will be passed to our third-party assessor who will undertake a Traceability Challenge on our behalf. The purpose of the challenge is to make sure the products you claim as Red Tractor 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.

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 and, if required, we can also advise on appropriate wording. 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 Supply Chain Assurance Technical Managers.

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