POULTRY NEWSLETTER

TECHNICAL UPDATE AND PRACTICAL ADVICE FROM YOUR RED TRACTOR ASSURANCE TEAM

NEW MODULE FOR POULTRY PRODUCERS

WHAT IS IT?

The Red Tractor Enhanced Welfare Chicken module is part of a new range of farming marques that Red Tractor is launching to broaden its offer for consumers.

The new range will offer a one-stop solution for people looking for specific production methods for food that is also grown or reared to safe, traceable, high animal welfare and environmental standards. Increasingly consumers are demanding a greater choice and for the scheme to clearly differentiate how some of the product carrying its label is produced.

The Enhanced Welfare module has been developed in consultation with international industry experts, producers, and key stakeholders in retail and foodservice. The module meets all the requirements of the 2026 Better Chicken Commitment and European Chicken Commitment but is also underpinned by the world-leading safety and traceability benefits of Red Tractor. This Enhanced Welfare module will complement the existing core standards and Free Range Chicken module.

The Enhanced Welfare Chicken Standards can be found **here**.

WHAT THE STANDARDS ARE

In addition to the world-leading requirements already in the core Red Tractor standards, the module includes:

■ A slower growing chicken breed, the JA757, 787, 957, or 987 from Hubbard, or the Rambler Ranger, Ranger Classic, and Ranger Gold from Aviagen

■ A maximum stocking density of 30kg/m^2 and only one thin will be permitted

■ A requirement to be meeting windows at 3% of the total floor area already

■ A requirement to slaughter birds using controlled atmospheric stunning (water bath stunning is prohibited under these standards)

Please contact Sophie Elwes, Red Tractor Poultry Technical Manager if you would like to be a part of this scheme. Sophie.elwes@redtractor.org.uk

DO YOU HAVE ENOUGH WINDOWS?

On 1 October the current recommendation for windows to be fitted in all buildings which house birds will become an auditable standard. All indoor and free range Red Tractor Poultry Scheme buildings must have windows installed equivalent to at least 1% of the floor area by this date. Although around 90% of our members are compliant with this requirement, we are aware that some members are experiencing delays with installing windows due to current social distancing guidelines. If this is likely to be a challenge, please contact your Certification Body by the end of the month. You will need evidence, a clear plan and timeline in place for the work to be done so that ongoing compliance can be monitored.

If accepted, an extension could be possible. You can get additional guidance on the requirements of the new standard **here**.

COMING SOON...

STANDARDS REVIEW
SCHEDULED FOR LATER THIS YEAR

Red Tractor standards must always be kept up to date to ensure they address changes in legislation and reflect emerging issues on consumers' minds. Standards for all the farming sectors we assure are typically reviewed every three years. The Red Tractor poultry standards version 5 (V5), which will be assessed on farm from October 2021, will be available for public consultation towards the end of this year.

ON-PACK LOGO GETS A MAKEOVER

RED TRACTOR — ENHANCED WELFARE
RED TRACTOR — FREE RANGE

This spring we launched a new look for Red Tractor. This refreshed visual identity has included a new Free Range and Enhanced Welfare marque. In order to use these logos, you need to be licensed.

PLEASE CONTACT THE RED TRACTOR LICENSING TEAM. FOR MORE DETAILS VISIT

TRADE.REDTRACTOR.ORG.UK

TELL US

Red Tractor expects every member, to meet every standard, every day. There are a small number of occasions when something goes wrong and we need to know about it, so that we can ensure things are put right. Openness makes it easier for Red Tractor to assess the issue, obtain more information and thoroughly investigate the matter. The most effective way to raise a concern is with a member of the Red Tractor Team directly. To raise a concern anonymously, use our confidential, third-party reporting portal **TELL US**.