

A NEW MARK? SAME HIGH STANDARDS & GREATER RECOGNITION



Quality Standard pork and pork products
are beginning to carry the Red Tractor logo

The standards behind Red Tractor pork, bacon, ham and sausages are identical to those of the BPEX Quality Standard Mark which has been the consumer's guarantee of quality assurance for the past 10 years. BPEX remains totally committed to promoting those standards.



By moving to the Red Tractor quality assurance logo, we'll be joining a £10 billion brand. One that indicates the quality and country of origin of the product, that it is Assured and fully traceable back to the farm and is independently inspected at every stage of production.



For further information go to www.bpex.org.uk

WHAT THE RED TRACTOR LOGO MEANS TO...

...FARMERS

The standards behind the Red Tractor logo for pigmeat are identical to those for the Quality Standard Mark. The supply chain remains committed to very high standards of animal welfare, quality control and traceability – standards which exceed the minimum legal requirement adopted by the rest of the European Union.

These standards form part of an integrated scheme involving the farm, feed supply, livestock haulier, abattoir and processing plant, all of which must comply with strict operating standards. Every link in the supply chain is subject to regular independent auditing to ensure they conform.

For more information visit
www.bpex.org.uk/PracticalAdvice/ProducerKt/Assurance.aspx

...RETAILERS AND CATERERS

All of the standards that have differentiated Quality Standard pork and pork products – including the complete ban on sow stalls which are still permitted under EU legislation - are now encapsulated in the Red Tractor Pork logo – a brand that your customers will recognise and value.

Find out more about the benefits of Red Tractor pork, bacon and ham at
www.redtractor.org.uk

...CONSUMERS

The Red Tractor is an independent mark of quality that guarantees the food you buy comes from farms and food companies that meet high standards of food safety, hygiene and animal welfare. The Red Tractor logo also provides an independently verified guarantee of origin.

Choosing Red Tractor pork products shows you care about high food standards – and it rewards the commitment and hard work of farmers who care just as much as you do.

Look for the Red Tractor Pork logo and know what you are buying.

Want to know more about Red Tractor pork and where to buy it?
www.lovepork.co.uk/why-red-tractor-pork

