

# INTERNATIONAL FARM ASSURANCE SCHEME BENCHMARKING STUDY

28<sup>th</sup> February 2019

**Dr Jonathan Birnie**  
**Birnie Consulting – CEO**



TRACEABLE, SAFE  
&  
FARMED WITH CARE

# Agenda

- Methodology & Sectors
- Schemes investigated
- Key considerations
- Sector specific areas
- Conclusions



TRACEABLE, SAFE  
— & —  
FARMED WITH CARE





# Methodology

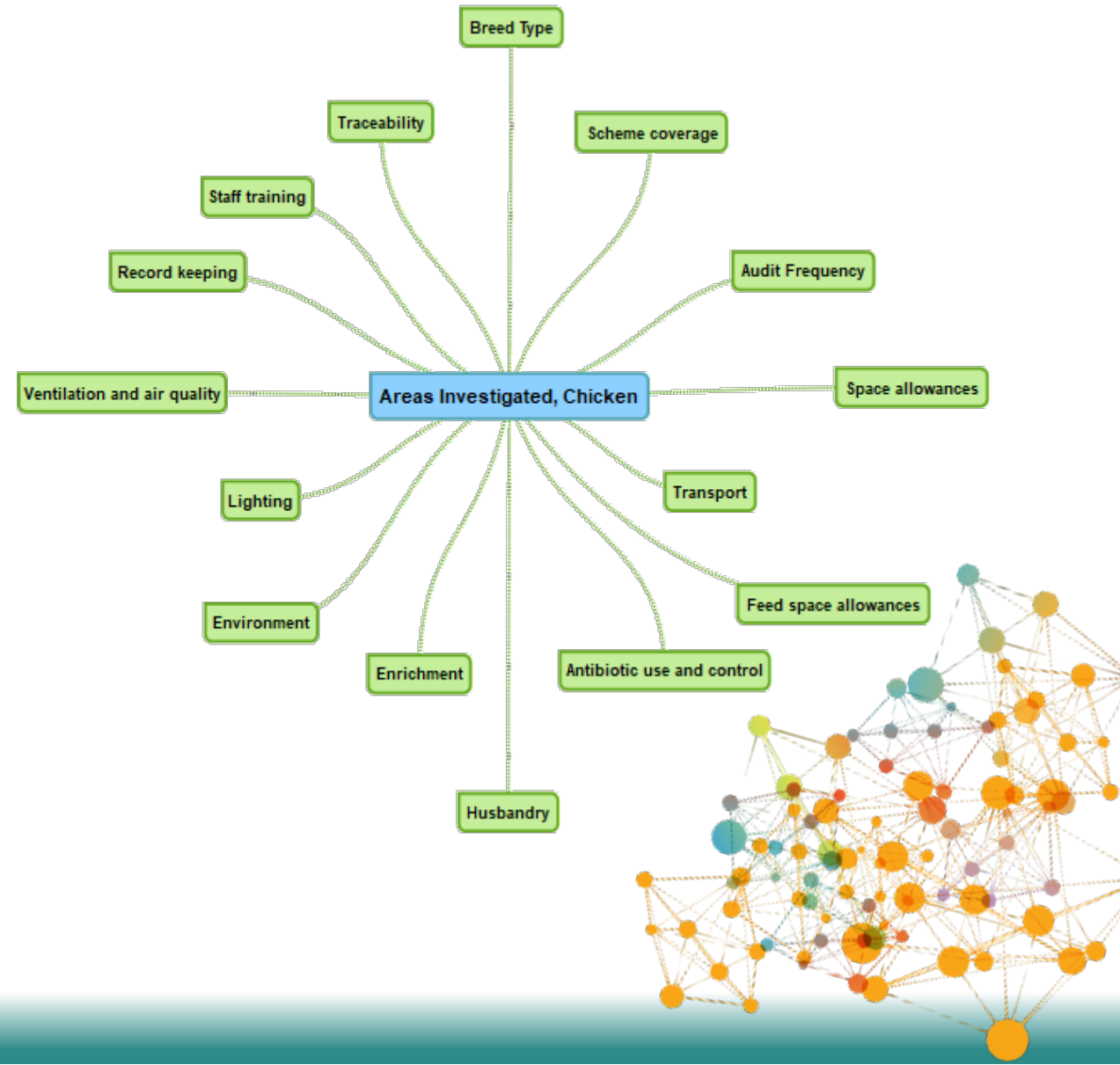


- Schemes selected from developed, competing countries that have a significant presence in their home market
- Where possible benchmark every standard requirement vs Red Tractor
- Identify & assess strengths and opportunities for Red Tractor
- Recommend development opportunities of Red Tractor



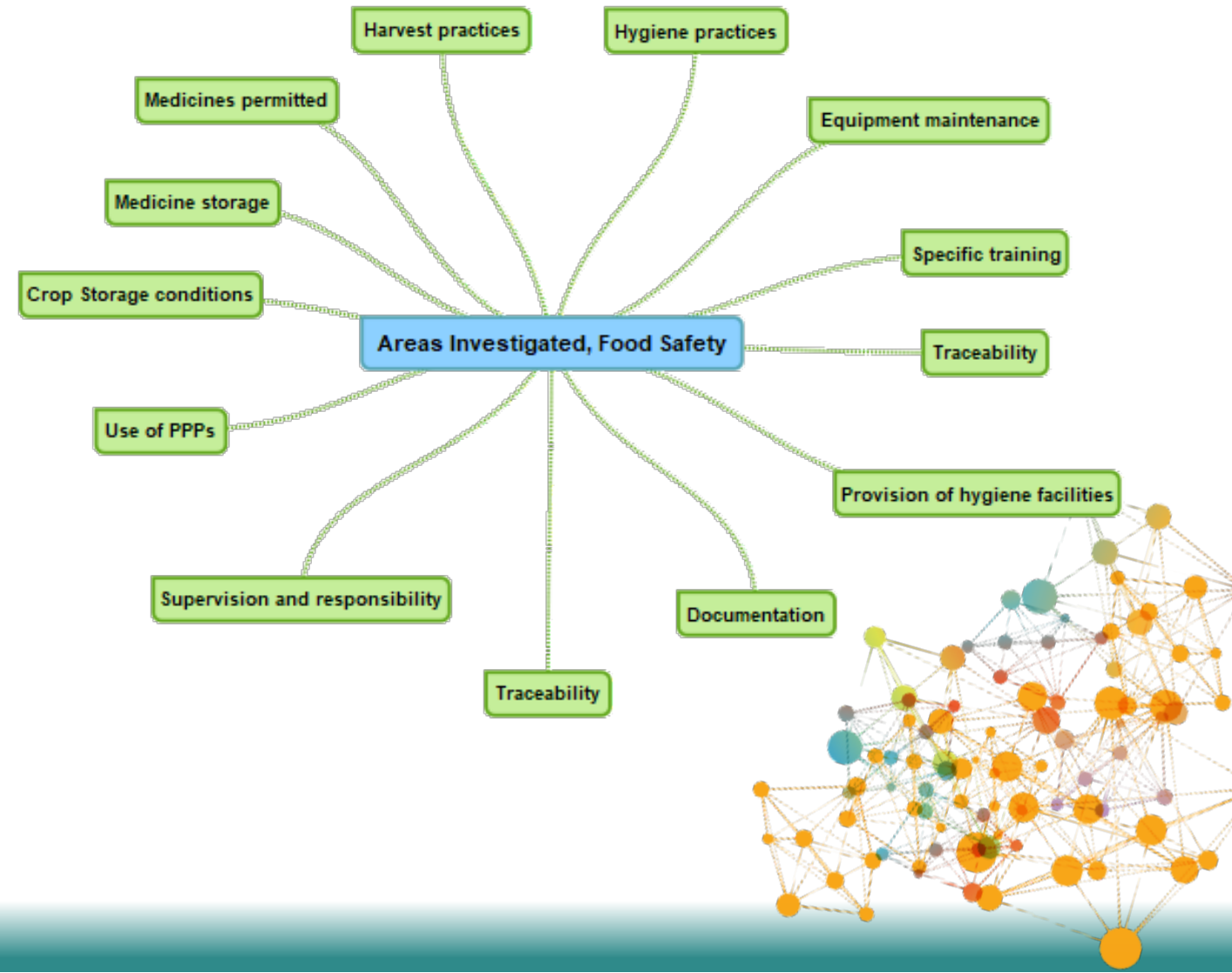
# Methodology by sector

- Important elements for each sector identified
- Each scheme compared on the basis of these components
- Each scheme rated on how it performed in each of these areas
- Schemes ranked for each component
- Key learning points identified










# Methodology by investigation area

- Important delivery areas compared across schemes
- Different investigation areas for each sector
- Each scheme rated on how it performed in each of these areas
- Schemes ranked for each component
- Key learning points identified



# Sectors and Schemes Investigated

Sector						
Chicken	Pigs	Beef	Lamb	Dairy	Crops	Produce
Red Tractor	Red Tractor	Red Tractor	Red Tractor	Red Tractor	Red Tractor	Red Tractor
Bord Bia	Bord Bia	Bord Bia	Bord Bia	Bord Bia	Global GAP	LGMA (Leafy Green Marketing Agreement, California)
Global GAP	Global GAP	Global GAP	Global GAP	Global Gap	Soil Association	Leaf
RSPCA Assured	RSPCA Assured	RSPCA Assured	RSPCA Assured	RSPCA Assured	Leaf	Soil Association
Soil Association	Soil Association	Soil Association	Soil Association	Soil Association	Unilever	Global Gap
QS Germany	QS Germany	QS Germany	Alliance (New Zealand)	QM Milch	SQC	
Beter Leven 1, 2 & 3	Beter Leven 1, 2 & 3	Animal Welfare Approved	Silver Fern (New Zealand)	Arlagarden		
IKB	Bedre Dyrevelfærd (partial comparison)	Beter Leven 1 & 2		Farm USA		
Global Animal Partnership (GAP) 5-Step Programme	Global Animal Partnership (GAP) 5-Step Programme	Global Animal Partnership (GAP) 5-Step Programme				
						





# Broad Coverage vs Focused

Red Tractor  
Bord Bia  
Global Gap  
QS Germany  
IKB  
Alliance  
Silver Fern  
QM Milch  
Arlagarden  
SQC

Broad  
Coverage

RSPCA Assured  
Beter Leven  
Bedre Dyrevelfaerd  
Global Animal  
Partnership  
Farm USA

Welfare

Soil Association  
Leaf  
Unilever  
LGMA

Other



# Scheme Coverage

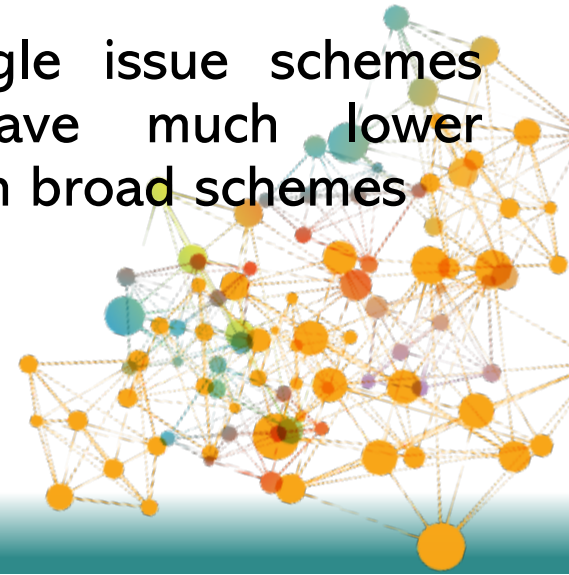


Red Tractor

RSPCA

Leaf

- Scheme coverage (and impact) differs very substantially between schemes
- A balance between standards and coverage is seen as necessary
- Specialist/single issue schemes invariably have much lower coverage than broad schemes





# Key Challenges



- Science versus Perception
- Raised standards versus scheme coverage
  - Single issue schemes have the potential to improve one area, usually for a small number of farms
  - Broad schemes have the potential to improve many areas, for a much large number of farms
- Standards which are not directly comparable
- Subjective comparison



# Key Considerations



**SAFE FOOD**



**TRACEABLE**



**ANIMAL WELFARE**



**ENVIRONMENT**



**WORKER WELFARE** (includes staff training & development)



# Food Safety



- Overall, Red Tractor performs well against all other schemes across all sectors in these areas
  - Detailed and specific
- Considerable variation between schemes with regard to food safety
- Considerable variation between sectors with regard to food safety





# Traceability and Assurance Status



- Red Tractor is consistently world-leading across sectors
- Traceability across schemes is highly variable
- Long assurance chains i.e. poultry
- Systems, documentation and auditable points



# Animal Welfare



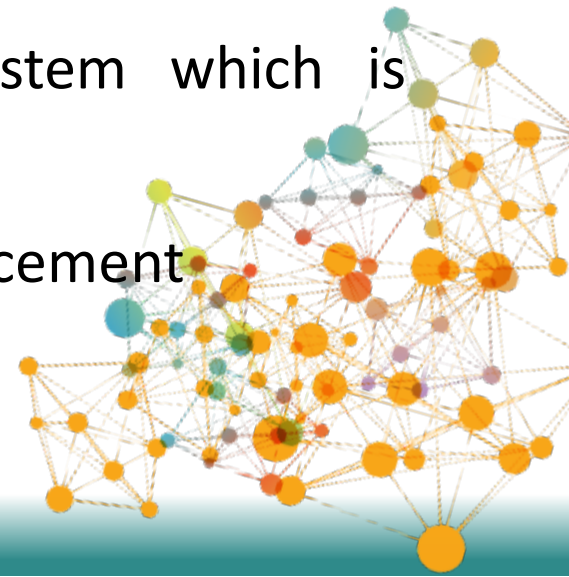
- Red Tractor performs well against broad focus schemes
- Science versus perception – sometimes challenging to assess
- Welfare focused schemes generally have higher requirements (differs per species)
- Scheme coverage of high welfare schemes is low



# Environmental Improvement



- Many schemes including Red Tractor focus on preventing damage
- A minority of schemes include components which will enable active improvement
- Bord Bia carrying out data collection from farm, benchmarking of the findings and providing feedback to farm.
- Global Gap requires implementation of a wildlife plan
- Alliance have implemented an Environmental Management System which is certified and externally audited
- Leaf and Soil Association focus on good soil management and enhancement





# Worker Welfare



- Worker Welfare/Ethical Treatment of agricultural workers is not well covered by nearly all schemes
- Global Gap focuses on worker H&S training, working conditions, living conditions
- Unilever focuses on community impact and local effects
- Bord Bia have a focus on worker Health & Safety
- Other schemes either don't refer to this area or mention it very briefly



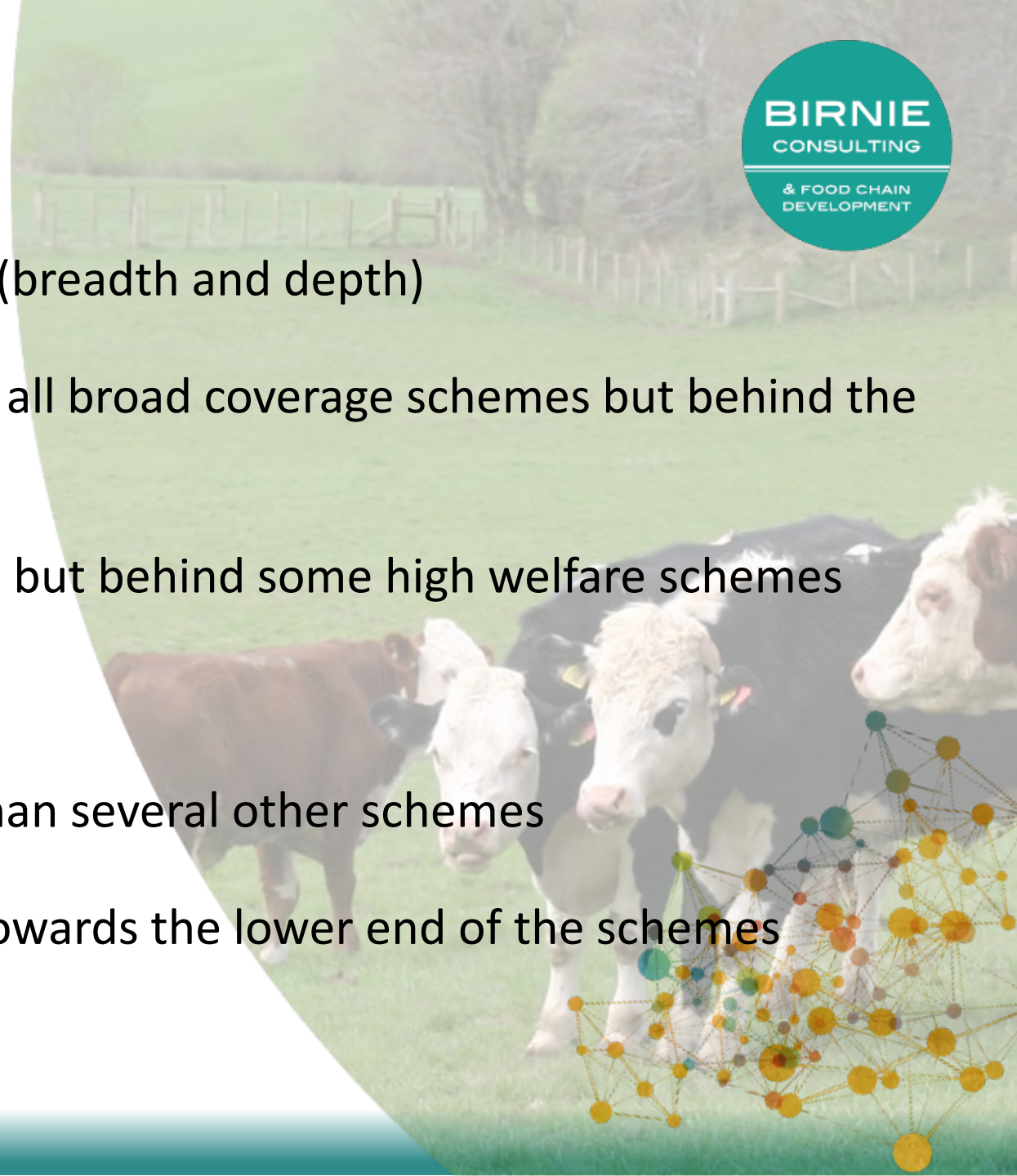
# Specific Sector Findings



# Beef Commentary



- Red Tractor is the strongest overall scheme (breadth and depth)
- Red Tractor husbandry standards are above all broad coverage schemes but behind the high welfare schemes
- Red Tractor feed space allowances are good but behind some high welfare schemes
- Red Tractor ventilation standards are good
- Red Tractor allows longer transport times than several other schemes
- Red Tractor housing space allowances are towards the lower end of the schemes investigated

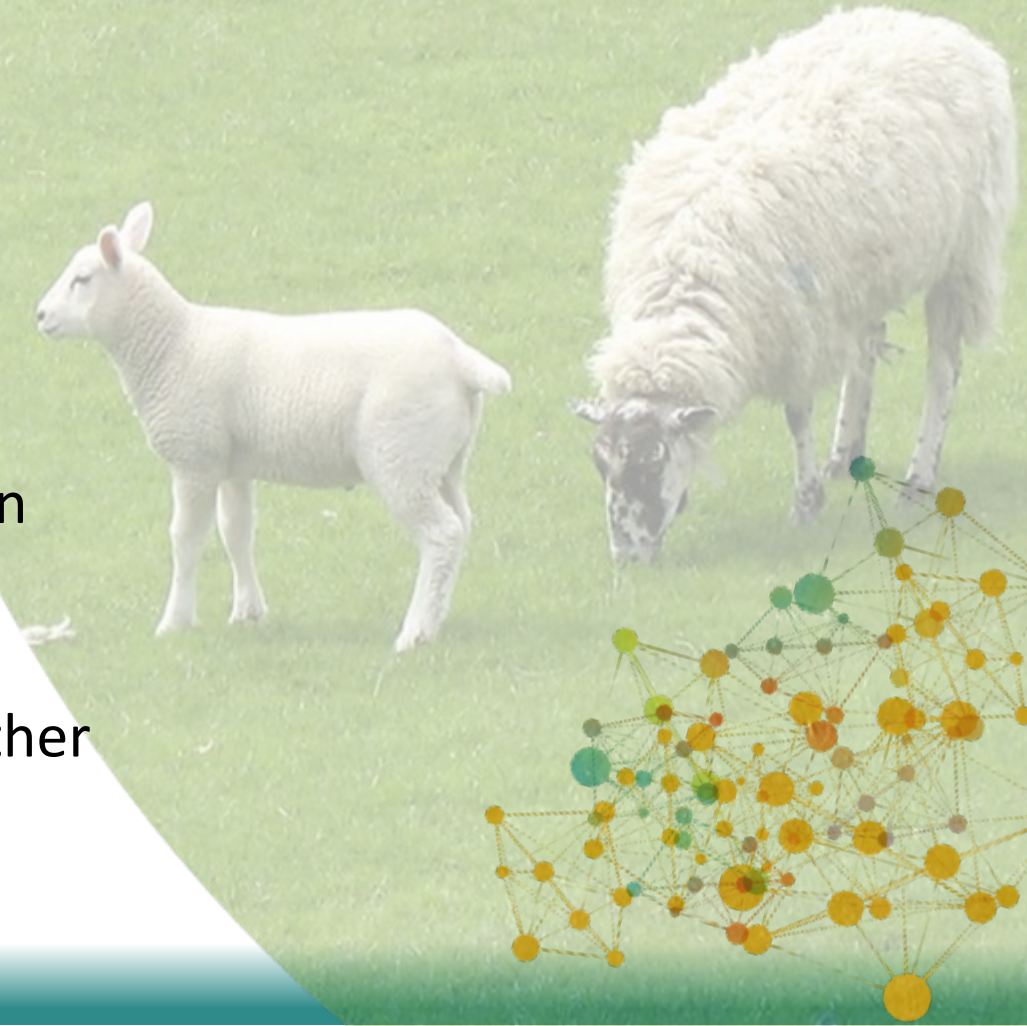




# Lamb Commentary



- Red Tractor again the strongest overall scheme (in terms of breadth and depth)
- Red Tractor husbandry procedure standards are above broad coverage schemes but slightly lower than high welfare schemes
- Red Tractor permit transport times that are longer than several other schemes
- Red Tractor indoor space allowances are lower than other schemes



# Conclusions



# Key Considerations



**SAFE FOOD**



**TRACEABLE**



**ANIMAL WELFARE**

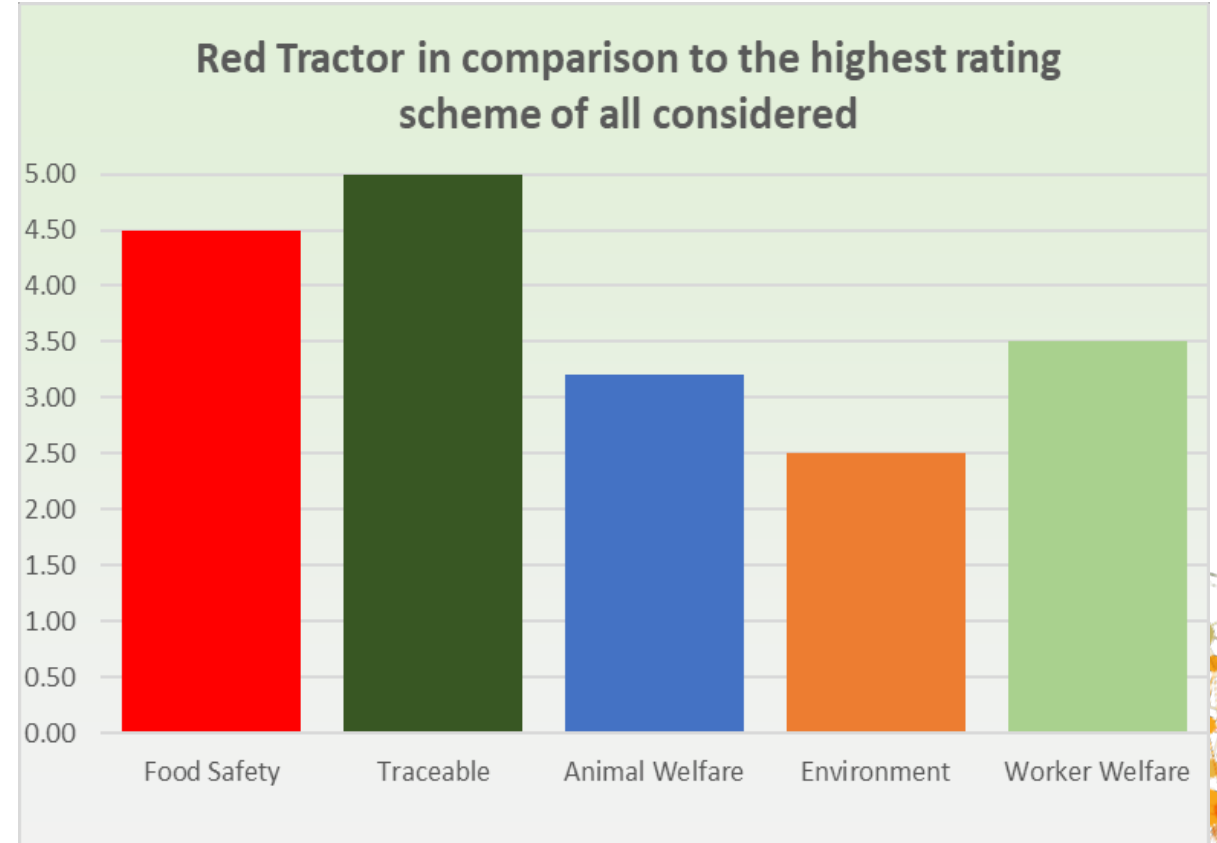


**ENVIRONMENT**



**WORKER WELFARE**

(includes staff training & development)





# Broad Findings - All Schemes



- As an overall farm assurance scheme Red Tractor is World-Leading and fit for purpose
  - Has a broad scope
  - Many areas of real strength e.g. traceability, biosecurity
  - Some sector specific areas for consideration where it falls below 'minority/single issue' schemes e.g. stocking density/space allowance, bedding, access to pasture
  - Some broader areas have been identified for consideration e.g. environmental stewardship and worker welfare

