

Assurance Schemes



Assurance Schemes are voluntary schemes which establish production standards covering food safety, animal welfare and environmental protection.

The Red Tractor scheme and the Quality Standard Mark (QSM) scheme for beef and lamb both provide a guarantee of assurance, with QSM beef and lamb embracing additional eating quality requirements.

The schemes are distinguished by individual brand logos, which also indicate the origin of the product through the use of a flag.
(Eg British origin, with the Union flag).

Red Tractor Assurance Scheme

The Red Tractor scheme provides a high level of assurance about the food that you buy.

Every link in the supply chain from farm to retail pack or food service outlet has been thoroughly and independently inspected against strict standards. These standards are higher than those required by law and are designed to give assurance that:

- The food is safe
 - Animal health and welfare is well cared for
 - The environment is protected from pollution
- We can trace back the food to the farm or farms from which it came

The flag in the logo identifies the country of origin of the food, so if the logo carries the Union Flag you know the product comes from the UK. You can look for the logo to understand where your food has been produced.



In accordance with EU rules the scheme is available throughout the European Union, so products of any country might use the logo but the flag will change to match the origin of the food. This provides a clear indication of origin that is independently checked by the Red Tractor scheme. It also indicates that the food has met the same standards and had the same independent checks wherever it came from.

For example if meat comes from an animal that has been reared in more than one EU Member State and meets the Red Tractor standards it will be labelled with a logo that includes the EU flag.



The Quality Standard Mark Scheme

The Quality Standard Mark Scheme for beef and lamb provides high levels of assurance about the meat you buy.

All beef and lamb carrying the Mark is chosen according to a strict selection process to ensure it is succulent and tender. Quality Standard Mark (QSM) beef and lamb is produced to higher standards than required by law with a supply chain which is fully assured and independently inspected at every stage.

The QSM also tells you where your beef and lamb is from. For example meat from an animal born, raised and slaughtered in England will carry the Quality Standard beef Mark or the Quality Standard lamb Mark indicating English origin with the St George's flag.



If an animal cannot meet all the criteria, for example it is born in Scotland or Wales but raised and slaughtered in England, it will be able to carry the QSM but indicate British origin with the Union flag.



A QSM with an EU flag is used if the animal spent its life in more than one EU member state.

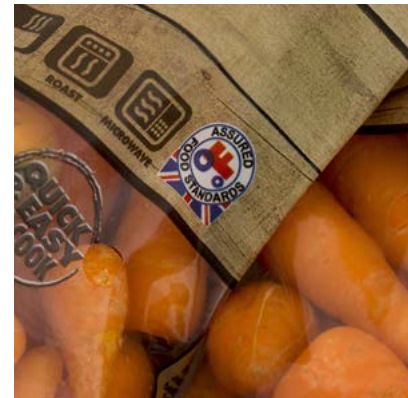
The scheme is available throughout the European Union, so on promotional material, the EU QSM logo may now also be used alongside the national QSM logo. This emphasises that the scheme is to an approved standard and that it is accessible to all member states. Any EU member state can use the scheme if their product meets scheme standards.



Packaging

The Red Tractor logo

These examples show a range of foods all produced to Red Tractor Standards. In the examples the flags show that the milk and vegetables come from British farms and that the meat was born, reared and processed in the UK.



The Quality Standard Mark

In this example the logo is used on packaging for English Quality Standard Mark lamb.

The St. George's flag on the scheme logo identifies that the lamb was born, raised and slaughtered in England.



More information about the use of the scheme logos, visit:

www.redtractor.org.uk

www.qsmbeefandlamb.co.uk/about-quality-standard-mark

www.ahdb.org.uk/projects/AssuranceSchemes.aspx

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