

Assured Food Standards RED TRACTOR

EXPERT OUTCOME

Background

Assured Food Standards (AFS) is an independent organisation set up to manage, develop and promote the Red Tractor mark; a recognised assurance scheme for safe, quality and affordable food that inspires trust. Members within in each agricultural sector are inspected and certified for their part of the food chain, these included those who sit anywhere in the food chain from farmers, manufacturers and processors to retailers.

The demand for assurance from retailers is increasing and whilst all processors, supplying retailers, are assured, butchers, catering and food service operators are less committed; meaning that not all organisations in the food chain are currently members. AFS wanted to understand how best to determine attitudes amongst existing members, particularly those in the beef and lamb sector, in order to promote the benefits and increase membership across the entire food chain.



Methodology

Stakeholder research was carried out amongst Farmers, Auctioneers, and Abattoirs. A mix of existing scheme members and non members were interviewed using an in-depth telephone technique. The questionnaire was designed to determine current perceptions and ascertain the barriers to membership. Telephone interviews were carried out amongst a large sample of respondents to provide significantly robust findings to intelligently inform the marketing strategy.

Outcomes

The research was able to identify current attitudes and benefits, as well as measure satisfaction amongst existing members.

We placed a high level of importance on what might encourage non-members to join the scheme and what encourages existing members to continue in order to quantify how membership could be both increased and improved.

The outcome was very positive, and showed a particularly high level of satisfaction amongst existing members, clearly identifying the benefits to those supplying the food chain. The research also identified some areas for development.

The findings were successfully used to inform and shape the strategy moving forward.



The Board were extremely impressed with the report...

I will be recommending you to colleagues and other stakeholders as an extremely professional organisation.

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