

# Red Tractor and Massey Ferguson get shoppers closer to the countryside

9 September 2016 by Massey Ferguson

**Red Tractor is launching its biggest ever promotion designed to give food shoppers a taste of what it is like to live close to where their food comes from.**

Fronted by farmer and BBC Countryfile presenter Adam Henson, it will connect shoppers to the key UK harvest period of September to November, when farms will be buzzing with activity.

As always, Massey Ferguson will be supporting Red Tractor events all around the country for this special week. Lindsay Haddon, Advertising and Sales Promotion Manager for Massey Ferguson, UK, comments "We enjoy a great relationship with Red Tractor Food Assurance and after 16 years, the relationship is stronger than ever. We want to help encourage consumers to buy British and understand where their food comes from. Farming is the biggest job on the earth yet food and farming is generally taken for granted."

Massey Ferguson has called upon its strong dealer network to help put Red Tractor Week 2016 on the map. Dealers local to each supermarket and event will be supplying a world-renowned red tractor to give greater impact to shoppers.

During Red Tractor Week, UK farmers up and down the country will also be talking to shoppers outside major supermarkets, explaining about where UK food comes from and the standards that are used to produce them. This means they can trust the food they feed their family if they buy products backed by the Red Tractor logo. That's because it ensures food and drink is traceable, safe to eat and has good standards of animal welfare.

This is Red Tractor's biggest on-pack promotion to date and its goal of highlighting the importance of food standards remains crucial at a time of heightened awareness around food sourcing. For the first time ever, promotional stickers will be on an extensive range of Red Tractor products in major supermarkets, including meat and poultry, dairy, cereals and fruit & vegetables.

The Red Tractor logo is a vital signpost for shoppers looking to buy quality UK food. Adam Henson, Red Tractor ambassador comments, "Living and working on a farm is the hardest, most wonderful and rewarding thing I have ever done and I want people to continue supporting all our farmers. Visiting the Red Tractor website is a great opportunity to understand the standards behind UK farming and food preparation. If you win one of the daily prizes you also get to stay in the wonderful UK countryside and see where much of our UK

food comes from.”

Source: AGCO, Massey Ferguson