



### **Red Tractor appoints new Chairman**

Assured Food Standards (AFS), the organisation behind the Red Tractor logo, has appointed David Gregory as its new independent Chairman. He will join the board at the end of September and take on the role of Chairman from December 1<sup>st</sup> when Colin Smith will step down from the post at the end of his six-year term.

David brings with him a wealth of experience in food production and consumer-facing initiatives having previously worked with Marks & Spencer for over 25 years, most recently as the Director of Technology for the Food Division of M&S until his retirement earlier this year. He has also held several key industry positions during this period, such as a Governor of the Institute of Food Research and a Governor of the British Nutrition Foundation. He has a proven track record of identifying consumer trends, and leading businesses, and their suppliers, through changing attitudes and delivering successful outcomes.

David Gregory says: "I am very much looking forward to the new challenges this role will bring and applying the broad experience I have gained across the whole food supply chain. It is an extremely exciting time for me to come on board as consumer interest in the logo and what it represents continues to gather momentum"

The appointment was made by the Ownership Body of AFS which comprises key UK food industry trade bodies. Richard Macdonald, Director General of the National Farmers Union, who chaired the appointments panel says: "We are delighted to welcome someone of David's calibre to Assured Food Standards. We have every confidence he will lead the company forward and continue to cement its status as the trusted symbol for quality, conscientiously produced food and drink. With increasing consumer awareness of food provenance and quality there are real opportunities for the Red Tractor logo to grow further and we know that David will shape the company's strategy and vision to their full potential over the years to come".

-ENDS-

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#### **Notes for Editors**

1. Assured Food Standards (AFS) is the independent organisation set up to manage, develop and promote the Red Tractor as a mark of safe, quality, affordable food that the public can trust.

2. AFS is owned by all links in the UK food chain that produces our food, from farmers to retailers. This means that its ownership is shared by organisations such as the British Retail Consortium, Dairy UK, Agriculture and Horticulture Development Board, National Farmers Union (England and Wales) and Ulster Farmers Union. The Food and Drink Federation also provides valued input.
3. AFS is set up as an independent not-for-profit organisation to ensure that it can operate objectively in the interest of the consumer, without undue influence from any single organisation or link in the chain.
4. In addition to controlling the Red Tractor logo AFS manages farm assurance schemes in six production sectors including dairy, poultry, pigs, cattle & sheep, combinable crops and fresh produce.
5. The Red Tractor logo now appears on over £8 billion worth of products. Under Colin Smith's chairmanship, the retail sales value of the logo has risen by 60% over the last three years, and is increasingly used by leading brands and food service operators to demonstrate their commitment to sourcing quality food.