



# Red Tractor Week Foodservice

**14-20 June 2010**



# Red Tractor Week

## Red Tractor- Promote your Pork Policy to your Customers

- ✓ Seven days of high profile activity to raise the profile of Red Tractor including the Pig Meat Sector.
- ✓ A week of publicity and events designed to engage and educate people about the Red Tractor standard
- ✓ Led by AFS and supported by BPEX and the NPA
- ✓ Principal theme for the week – Outdoor Eating
- ✓ Outdoor Eating across the Foodservice Market...Hog Roasts, Barbecues, Al Fresco Dining, Carry-Out Picnics.



Your customers will know that it is Red Tractor Week.



## Consumers engagement through the media

- ✓ Celebrating ten years of great food and great farming
- ✓ 10<sup>th</sup> anniversary, £10bn, 2010
- ✓ Celebrity involvement
- ✓ Top 10 Outdoor Eating Spots
- ✓ Online Outdoor Eating Guide
- ✓ Red Tractor Outdoor Eating recipes
- ✓ Prime Minister endorsement



# Just Some of the Red Tractor Week activity



## Create a big spike of awareness for Red Tractor

- ✓ Procession of 10 Red Tractors down Whitehall & photo call
- ✓ TV, radio and press interviews with celebrity brand ambassador
- ✓ Outdoor Eating consumer Survey – Britain's top outdoor eating habits revealed.
- ✓ Recipe ideas and tips from top caterers on getting the best from dining outdoors.
- ✓ Red Tractor Week interactive trade microsite with downloadable POS artwork and web to print facility





# A few ideas to get involved

## Harness media interest in Red Tractor Week and use it as a vehicle to show your support for good food

- ✓ Motivate consumers at POS with ideas and ready made artwork from the online toolkit: Stickers, Posters, Table Talkers, Leaflets, Recipes
- ✓ Piggyback your seasonal promotions which coincide with Red Tractor Week and feature Red Tractor logo in POS
- ✓ Special Red Tractor Week Menus
- ✓ Chef demonstrations and dish sampling
- ✓ Special offers on dish-of-the-week
- ✓ Get schools excited about summer menus and include Red Tractor fun facts
- ✓ Catering Butchers....Why not spread the word to your key customers and get them involved?
- ✓ Caterers...Start planning your Red Tractor Menu featuring Pork and Pork products now.





# Advice and help

The Industry body representing pig farmers is BPEX.

Their dedicated Foodservice Trade Sector Manager is Tony Goodger

Contact

BPEX Foodservice

C/O AHDB

Stoneleigh Park

Kenilworth

Warwickshire

CV8 2TL

Telephone: 0777 5535212

E.mail: [tony.goodger@bpex.org.uk](mailto:tony.goodger@bpex.org.uk)

Web: [www.porkforcaterers.com/redtractorweek](http://www.porkforcaterers.com/redtractorweek) 2010

