

Red Tractor and Debra Stephenson celebrate great farming and great food by asking the nation to buy, cook and eat!

Submitted by: Green Row Communications

Thursday, 23 August 2012

Red Tractor and Debra Stephenson celebrate great farming and great food by asking the nation to buy, cook and eat!

RED TRACTOR WEEK 2012 (24th – 30th September)

Launching 24th September, Red Tractor Week 2012 (<http://www.redtractor.org.uk>) will be showcasing what the logo means and explaining how it provides the shopper with a shortcut to affordable, quality food and drink, covering food safety, environmental protection, animal welfare as well as a clear guarantee of origin.

The week is backed by ex- Coronation Street and Bad Girls actress, Lorraine show-star, and celebrity mum of two Debra Stephenson, who through fun and engaging activity will show shoppers how broad and versatile the logo is, and just how easy is it to buy, cook and eat Red Tractor foods.

Debra says; “Since I’ve become aware of the Red Tractor logo, it’s great to see the breadth of food and drink products that it’s on. Red Tractor products are available at your local supermarket, covering everything from meat to fruit and veg, cereals to dairy and even beer, everything I need to feed my family for a week at an affordable cost, and I’m safe in the knowledge that the food has been produced to good standards.”

Red Tractor Week 2012 will involve a number of exciting activities designed to educate shoppers on the availability and accessibility of Red Tractor products and the values behind the logo. There will be fun cook along videos with Debra, an exclusive look ‘Behind the Logo’, a nationwide cookery competition and a regional schools initiative which will help to educate future shoppers about where food comes from.

Richard Cattell, Red Tractor Head of Marketing said: “Red Tractor Week will celebrate 12 years of great farming and great food under the logo. This year, Red Tractor has been an integral part of the Olympics, delivering quality British food in the biggest sporting event and the biggest peace-time catering operation in the world.

Red Tractor Week will help to further raise awareness and understanding of the good standards our 78,000 farmers and 700 food manufacturers operate and will ask consumers to buy, cook and eat quality products available under the logo.”

To join in the fun and take the Red Tractor challenge to buy, cook and eat Red Tractor, you can go online to www.redtractor.org.uk/RTW2012 and cook along with Debra, download a week long nutritional meal plan for the family, or if you’re a budding chef and fancy you’re chances you can enter the Red Tractor cooking competition. You can also follow the activity online at Red Tractor’s Facebook page and via the Twitter feed (@RedTractorFood #buycookeat)and just simply buy, cook and eat.

For more information please contact Nik Koster or Rosanna Head on rose@greenrow.co.uk /

nik@greenrow.co.uk or call 020 3176 0011.

- Ends -

Notes to Editors

About Red Tractor:

Red Tractor, run by not-for-profit organisation Red Tractor Assurance, is recognised as the UK's leading quality food assurance mark guaranteeing food safety, quality and traceability. Put simply, Red Tractor means Great Food, Great Farming.

Red Tractor is backed by farmers and growers, food producers, processors and packers who are independently inspected to ensure they are meeting high standards of production relating to food safety and hygiene, animal welfare and environmental protection.

The Union Flag in the Red Tractor logo provides an independently verified guarantee to consumers of the product's provenance/origin and shows the food is fully traceable back to British farms.

- £12billion worth of food carries the Red Tractor logo on pack every year and is available in supermarkets, restaurants, cafes as well as schools, hospitals and defense sites across the UK
- 78, 000 farmers are part of the Red Tractor Assurance scheme
- Over 600 processors and packers are licensed to use the logo on pack
- High profile support comes from the government, leading supermarket chains and many of Britain's food brands and restaurants
- Retailers include: Tesco, Sainsbury's Waitrose, Co-operative, Morrison's, Asda, Lidl, Aldi, Budgens and Londis
- Major FMCG brands include: Silverspoon sugar, Country Life butter, Cathedral City cheddar, Carling lager, Worthington ale, Greene King ale, Youngs beer, Ambrosia custard, McCain's oven chips, Allinson's flour and Hovis bread
- Food service companies include: major contract caterers – Sodexo, Compass, Aramark, Arena Leisure, Baxterstorey, CH&Co and Elior
- Other restaurants that use the logo include: Nando's, KFC, Zizzi's and Orchid pub Group
- Wholesalers include: Brakes, Reynolds, 3663, Kent Frozen Foods, ISS World, UK Food Hall, Nigel Fredericks, Russell Hume

Debra Stephenson Profile

Debra trained at the Manchester Metropolitan University School of Drama.

After graduating, Debra appeared in several episodes of ITV's "Reckless", starring Robson Green, before becoming a regular in children's ITV comedy drama "Cone Zone" and subsequently co-presenting CBBC's "The Friday Zone".

Debra was then cast in the successful BBC drama, "Playing the Field" followed by being cast as Shell Dockley in ITV's "Bad Girls" for which she was twice nominated for the National Television Awards Most Popular Actress, as well as winning the TV Quick Award for Best Actress.

Other roles have included TV drama, ITV's Catherine Cookson and "Spooks" (BBC1), as well as two series of BBC1 sketch show "TV to go".

TV appearances include "This Morning", " GMTV", "The Frank Skinner Show" "The Brian Conley Show", "Lilly Savage's Blankety Blank", "It's only TV but I like it" and "Stars in their Eyes Celebrity Special" where she won with an impersonation of Kylie Minogue.

After completing her work on the fifth series of Bad Girls, Debra was offered the role of Frankie Baldwin in Coronation Street. Since being a Corrie regular she has found time to compete in 'Celebrity Fame Academy', release a solo album and fitness DVD, become a regular on the Lorraine Show and take part in Channel 4's 'Friday night Project', as well as do some comedy impressions and singing in 'Soap Queens' at the Blackpool Opera House.