

# A Jamie Oliver inspired Red Tractor roast for Kate and Wills

Submitted by: Green Row Communications

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UK mothers have come home to roost with Royal guests and classic dishes as the ultimate dinner party wish list, a new survey by The Red Tractor has revealed.

One in four mums said they would most like to invite the Duke and Duchess of Cambridge over to dinner ahead of Dame Judy Dench, Jess Ennis, Mo Farah and David Beckham according to research by Red Tractor Assurance. Only one in twenty wanted to add some va-v-avoom to the dinner table and invite Shades of Grey author EL James.

And while most households enjoy watching cookery programmes, the reality of juggling the kids and running a busy household makes them play it safe when it comes to cooking the evening meal, with over a quarter of families not wanting to take inspiration from television celebrities. Whilst two out of ten mums', seek tips and recipes from the home grown, mover and shaker Jamie Oliver, ahead of Delia Smith, Nigella Lawson ; Gordon Ramsey, Marco Pierre White and Heston Blumenthal don't come close.

Despite all the wild and wonderful cooking books, cookery shows and ethnic restaurants, over 50 percent of households opt to cook a traditional roast dinner with over a third taking the easy route and preparing the great British classic, apple crumble for pudding.

Richard Cattell, Head of Marketing, at Red Tractor who commissioned the study on 2,080 British families said: "We're aware that shoppers are faced with a variety of choices, both from the high-street supermarkets and also when eating out. The survey tells us that shoppers like to support British food, with more than 55% already looking out for the Red Tractor logo when choosing their dish, a clear sign people care more about food which is produced to good standards of farming and food production, with a guarantee of origin."

Interestingly, over a quarter of husbands surveyed said they would like to cook something new for their guests, but over a half of them strongly agreed that cooking something already tried and tested was the best decision. A remarkable 13.3% of the respondents also commented that they wouldn't cook anything for their guests.

Launching 24th September, Red Tractor Week will be showcasing what the logo means to consumers and explaining how it provides the shopper with a shortcut to affordable, quality food and drink, covering everything from food safety, environmental protection, animal welfare as well as origin. To join in the fun and view spoof videos of Debra Stephenson and her celebrity friends go to [www.redtractor.org.uk/RTW2012](http://www.redtractor.org.uk/RTW2012) and

[https://www.youtube.com/watch?feature=player\\_embedded&v=ottB...](https://www.youtube.com/watch?feature=player_embedded&v=ottB...) to see Debra's Red Tractor Pals' shenanigans

Ends

For more information please contact Rosanna Head on [rose@greenrow.co.uk](mailto:rose@greenrow.co.uk) or call 020 3176 0013.

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ENDS

Notes to Editors

The research for Red Tractor was carried out online by Opinion Matters between 24 / 08 / 2012 and 06 / 09 / 2012 amongst a panel resulting in 2,080 respondents. All research conducted adheres to the MRS Codes of Conduct (2010) in the UK and ICC/ESOMAR World Research Guidelines. Opinion Matters is registered with the Information Commissioner's Office and is fully compliant with the Data Protection Act (1998).

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

larger, 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