

Annual review 2016



**RSPCA
ASSURED**

CERTIFICATION MARK



Contents

Introduction	page 2
Membership services	page 4
Assessments	page 6
Business development	page 8
Marketing	page 12
Animal numbers and species penetration 2016	page 18
Accounts	page 19

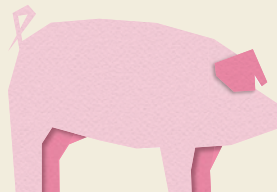
“2016 was undoubtedly another landmark year for RSPCA Assured.

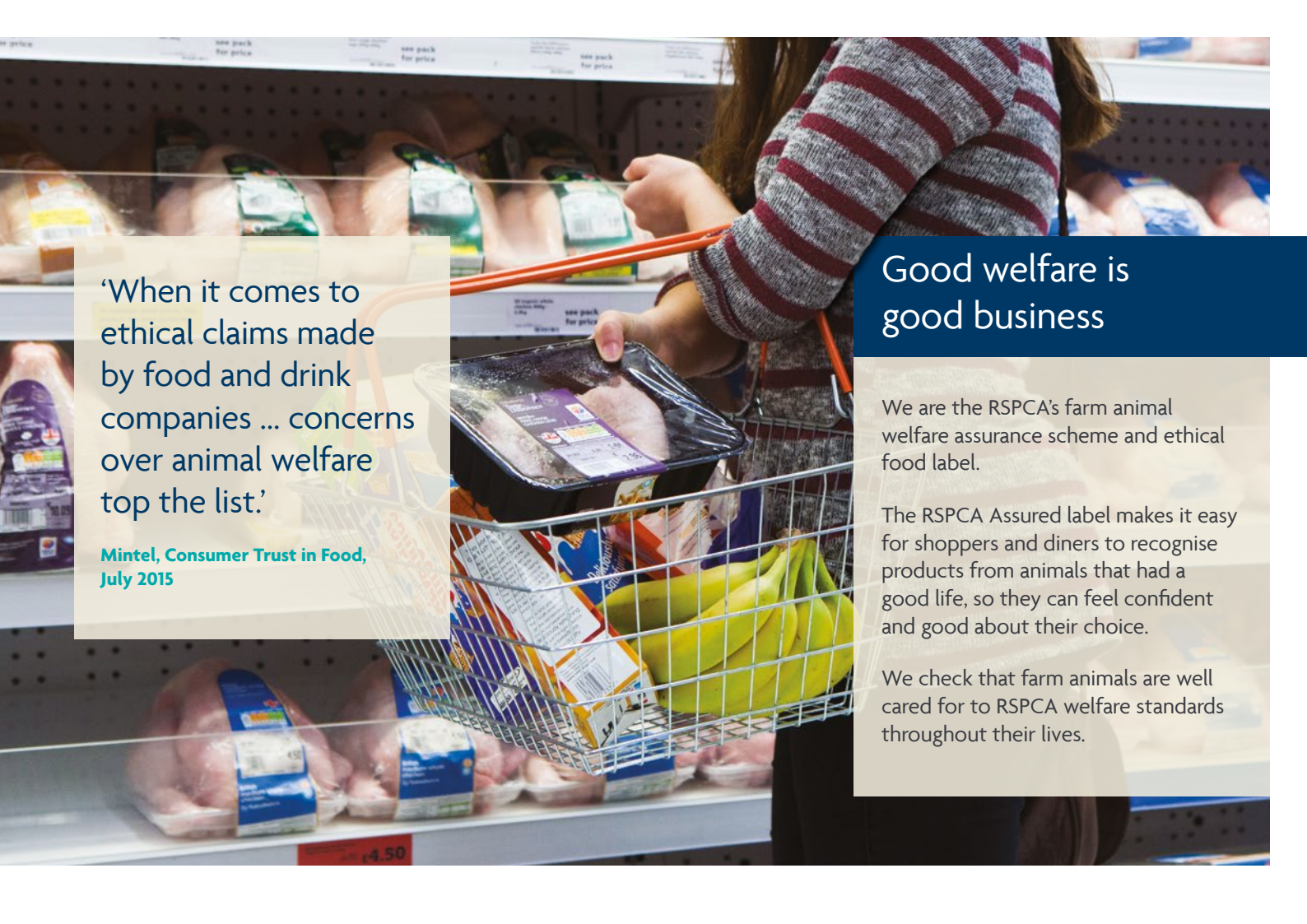
The increase in awareness and support for the new ethical label exceeded our expectations and availability in both retail and foodservice has continued to grow.

More importantly, we’ve seen this begin to translate into greater numbers of producers and animals, which at the end of the day is what it’s all about.

We thank all our partners and supporters for the crucial part they play in helping to improve the welfare of farm animals.”

Clive Brazier, Chief Executive





‘When it comes to ethical claims made by food and drink companies ... concerns over animal welfare top the list.’

Mintel, Consumer Trust in Food, July 2015

Good welfare is good business

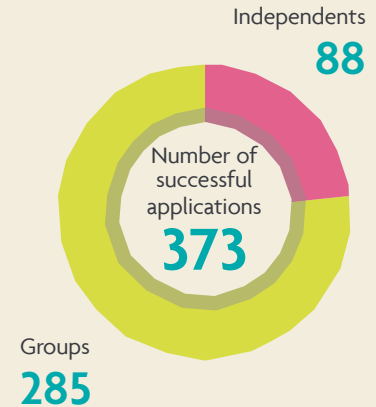
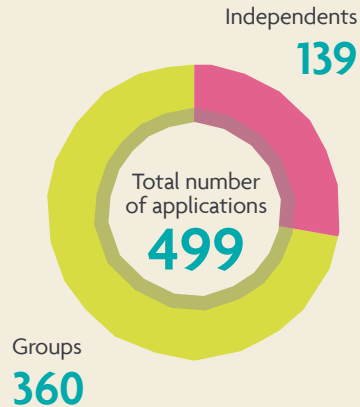
We are the RSPCA's farm animal welfare assurance scheme and ethical food label.

The RSPCA Assured label makes it easy for shoppers and diners to recognise products from animals that had a good life, so they can feel confident and good about their choice.

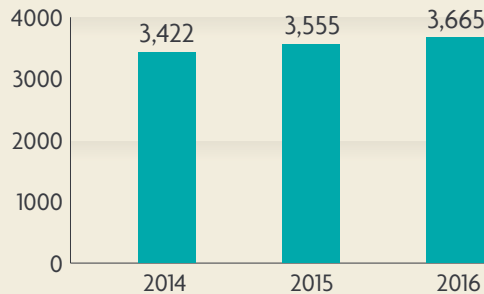
We check that farm animals are well cared for to RSPCA welfare standards throughout their lives.

Membership services

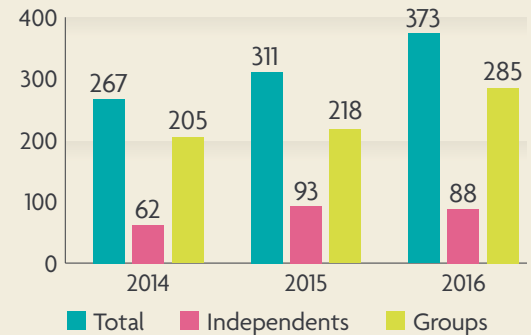
Our membership services team look after our members, from application through to renewal.



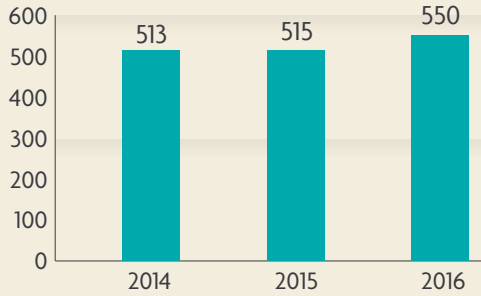
Total number of members by year



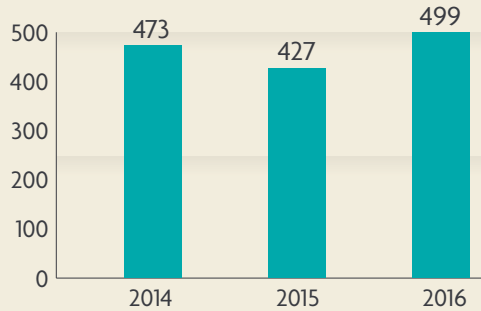
Number of successful applications by year



Total number of enquiries



Number of applications by year



Assessments

Our highly qualified field assessments team carry out annual assessments each year, ensuring compliance with the RSPCA welfare standards.



13

Freedom Food assessors



*Note: all non-compliances must be rectified before certificate is issued



Case study: Andrea Stanley, RSPCA Assured senior assessor

Andrea says the best part of her job is lambing. “How can anyone not be happy when seeing a lamb being born or skipping about in a field in the spring sunshine. It never fails to make me smile.”

She attended Hertfordshire College of Agriculture and went on to work on a dairy farm. After three years, Andrea suffered major health problems and was advised that working in agriculture was not for her – just too physical.

Desperate to continue working with animals, Andrea became a riding instructor but the health problems returned so she had to change career entirely and she began working in hotel event management.

But this wasn't the end of her agriculture career. After fifteen months, her consultant gave her the 'all clear' and she enrolled at Harper Adams College, graduating with a first class degree in Agriculture.

After ten years working at Capel Manor College in Enfield where she ran the college farm, taught and organised open days, a job as an RSPCA Assured assessor came up.

“This was a great opportunity for me. I believe passionately that farm animals should be well looked after and the scheme is unique insofar as it covers every stage of a farm animal's life – from the farm, through transport and at the abattoir.”

Five years on Andrea is still loving her job. “I love to get muddy and mucky and rain, snow or shine – none of it bothers me. I love meeting people and this job gives me plenty of variety and interaction with animals on a daily basis”.

After a hard day's work assessing farms for RSPCA Assured she comes home to lambing in the spring and driving tractors in the summer, baling hay and straw.

Business development

Our business development team is there to support food businesses looking to find RSPCA Assured producers, and to take advantage of the growing consumer demand for animal welfare assurance.

“Animal welfare is very important to our customers and to us as a business. We’re proud to support RSPCA Assured on a growing number of our products.”



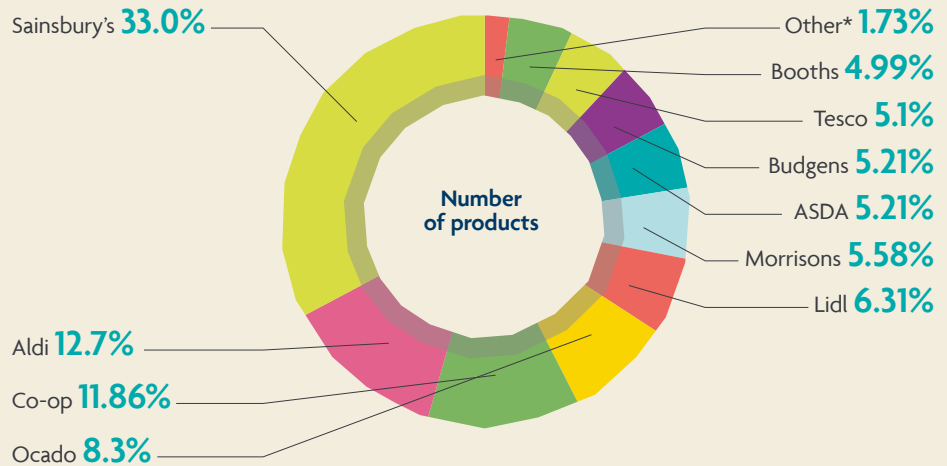
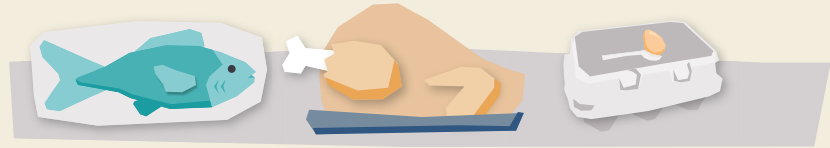
Aldi

“The RSPCA Assured label gives consumers confidence that the food they’re buying has come from an animal that has been cared for to strict RSPCA welfare standards, for the whole of its life.”



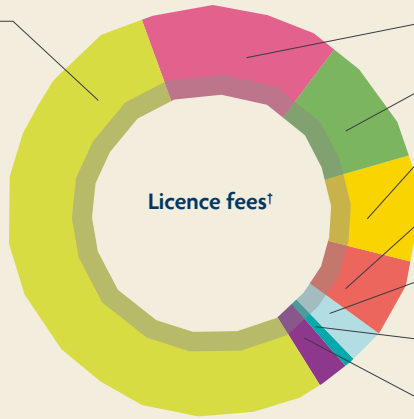
Sainsbury's

Number of RSPCA Assured labelled products in 2016: **2,391**



*Iceland, Costco and Spar

Sainsbury's **53.38%**



Aldi **15.85%**

Co-op **10.44%**

Lidl **8.15%**

Tesco **6.15%**

Morrisons **2.74%**

Ocado **1.04%**

Other* **2.27%**

Licence fees†

*ASDA, Booths, Budgens, Costco, Iceland and Spar

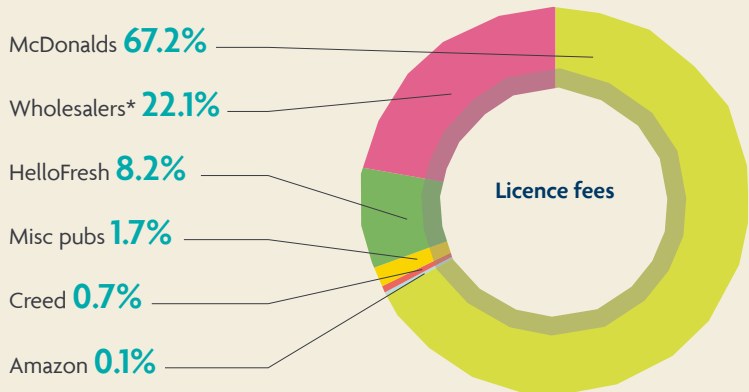
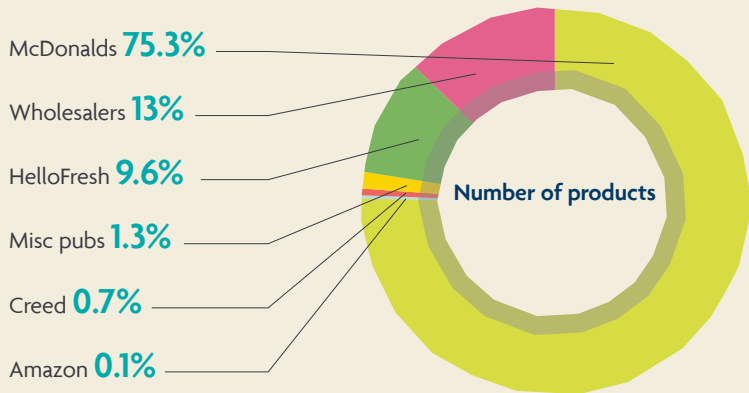
†Licence fee is paid by suppliers and is based on the wholesale of RSPCA Assured products

HelloFresh

Business is booming for this entrepreneurial online retailer which delivers tasty meal plans with recipes and fresh, pre-measured ingredients straight to your door. They supply RSPCA Assured chicken portions and pork sausages, medallions, bacon and pancetta.



Business development



Key accounts

McDonald's



The restaurant chain continues to support farm animal welfare by using 100% RSPCA Assured labelled pork across its entire UK menu, as well as RSPCA Assured eggs in breakfast options including the popular McMuffins.

JD Wetherspoon



We are pleased to announce that JD Wetherspoon is the first pub company to commit to using only RSPCA Assured shell eggs - around 44 million per year. The RSPCA Assured logo is now on pub menus.



Traceability

In 2016 we introduced an improved traceability process from farm to fork to even better protect our members and their products.

To sell and promote product using the RSPCA Assured name and certification mark, every stage of the supply chain must be approved; from the producers and catching teams, hauliers, abattoirs, right up to the processor/packers.

BRC partnership

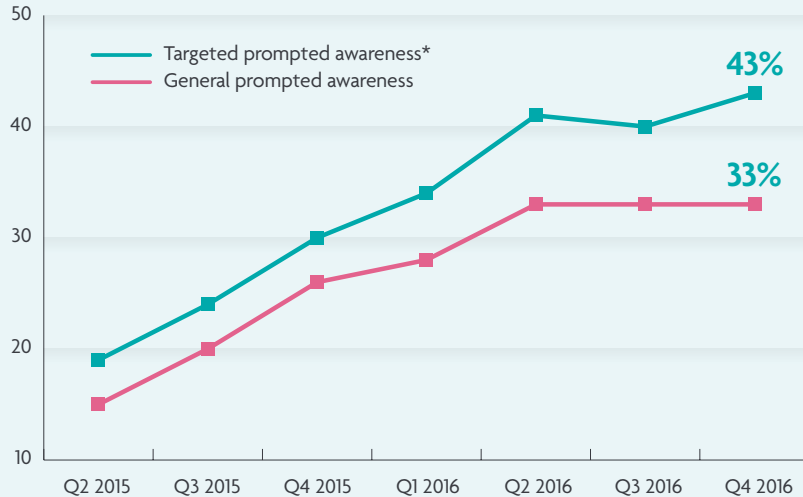
We are pleased to announce that we are now working with the British Retail Consortium (BRC) who are supporting our efforts in maintaining brand integrity. During audit, members who are certified to BRC Global Standards for Food Safety will be required to produce their valid RSPCA Assured certificate.



Marketing

Our marketing team aims to increase consumer awareness of the RSPCA Assured label through advertising, media, web and social media activities.

Awareness of RSPCA Assured

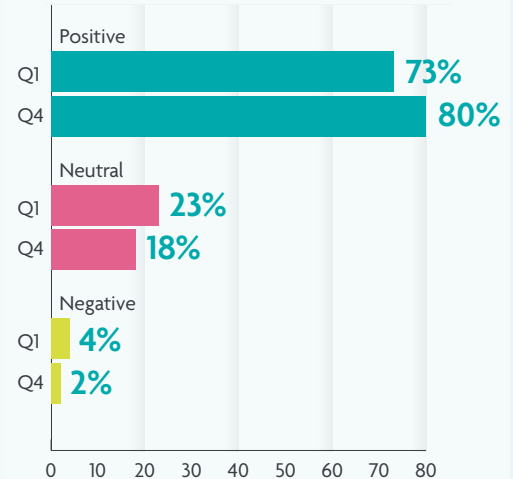


*Our target market is typically young professionals and young families.

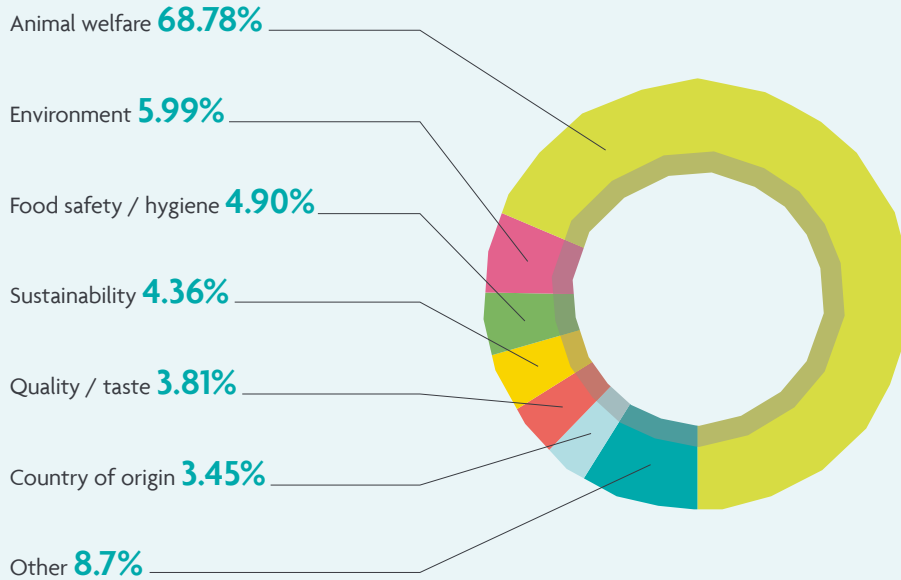
Perception of RSPCA Assured

Targeted perception

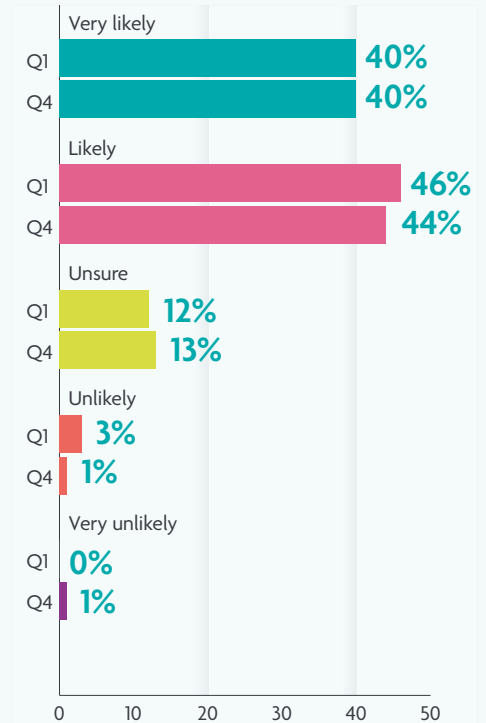
We saw our positive perceptions among our target market* increase to 80% in Q4 last year from 75% at the beginning of the year.



Words associated with the brand



Targeted likeliness to buy



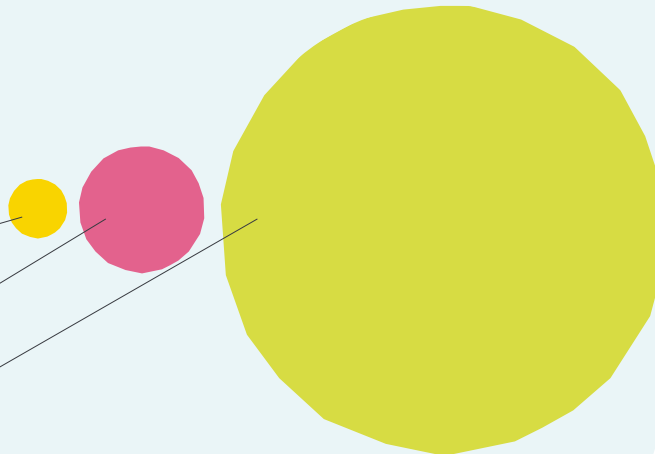
Marketing

Unique website users

Weekly average - **4,140**

Monthly average - **17,942**

Annual total - **215,300**



Social media reach

Facebook average monthly reach

464,761

Total annual reach

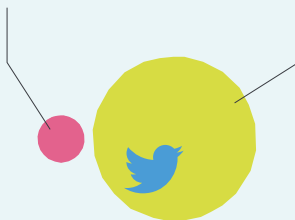
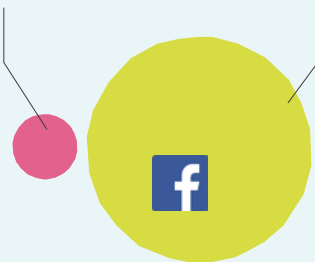
5,566,128

Twitter average monthly reach

112,411

Total annual reach

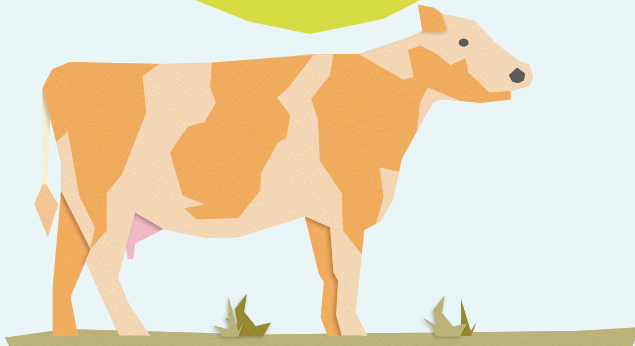
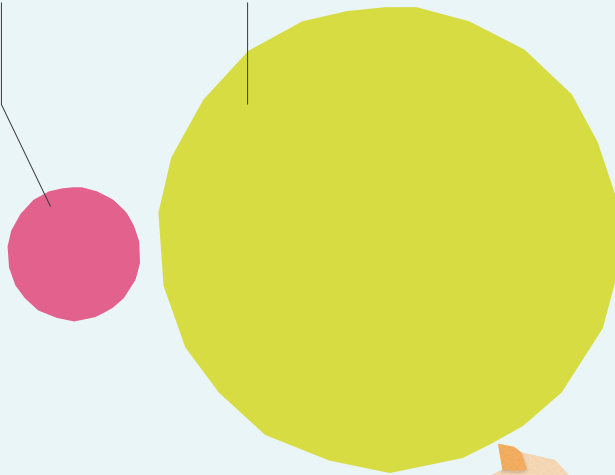
1,348,929



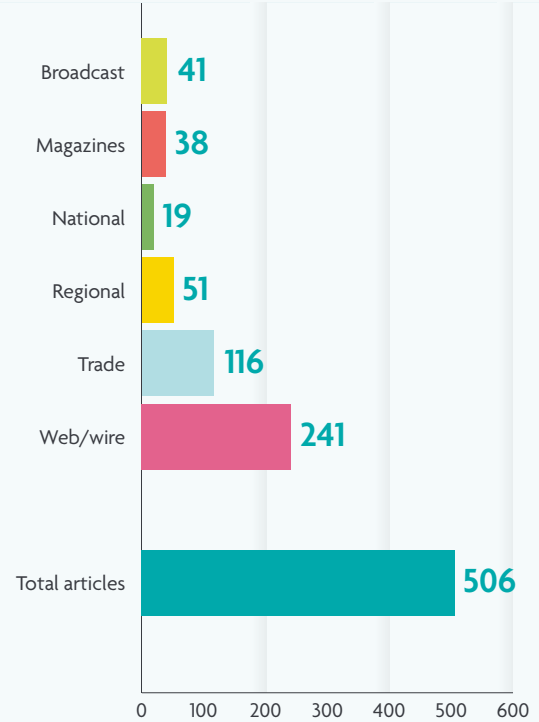
Media circulation

Average monthly
11,005,904

Annual total
132,070,852



Articles



Marketing

Junior Compassionate Cook is our cookery competition for six to 12-year-olds and is a way for children to make the connection between good welfare and good food.

Entrants can choose any recipe they like but it must contain RSPCA Assured labelled ingredients.



Figures

32 entries to the competition in 2016

People's Choice winner (video with highest number of votes from members of the public):

47,455 votes

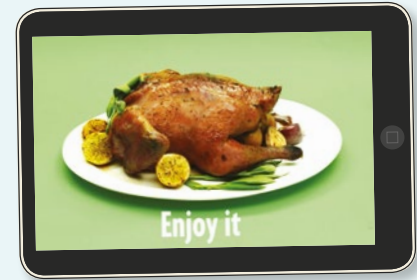


Advertising

Our 2016 advertising strategy helped us to achieve a thirteen percentage point increase in awareness amongst our target market, double our six percentage point target.

The campaign included TV ads on Sky 1, Channel 4, More4, Good Food and Food Network during shows popular with our young professional and family audiences, including Sunday Brunch, Come Dine With Me, The Simpsons and Jamie Oliver.

We also reached over 7 million shoppers with our recipe content via social media channels Facebook, Twitter, YouTube and Instagram and received fantastic support for the campaign at different points throughout the year from supermarkets Sainsbury's, Aldi, Co-op and Lidl.



Animal numbers and species penetration 2016

Beef

Scheme numbers December 2016 – 4,000
DEFRA 2015 – 1,536,000
Species penetration – 0.3%



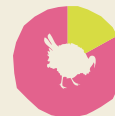
Ducks

Scheme numbers December 2016 – 0
DEFRA 2015 – 11,014,000
Species penetration – 0%



Turkey

Scheme numbers December 2016 – 1,874,000
DEFRA 2015 – 11,014,000
Species penetration – 17%



Veal

Scheme numbers December 2016 – 2,000
DEFRA 2015 – 117,000
Species penetration – 2%



Laying hens

Scheme numbers December 2016 – 20,574,000
DEFRA 2015 – 36,998,000
Species penetration – 55.6%



Salmon

Scheme numbers December 2016 – 189,388,000
Species penetration – 64.36%
Figures provided by SSPO



Chickens

Scheme numbers December 2016 – 9,870,000
DEFRA 2015 – 813,626,000
Species penetration – 1.2%



Pigs

Scheme numbers December 2016 – 2,478,000
DEFRA 2015 – 9,994,000
Species penetration – 24.8%



Trout

Scheme numbers December 2016 – 44,974,000



Dairy cattle

Scheme numbers December 2016 – 6,000
DEFRA 2015 – 1,918,000
Species penetration – 0.3%



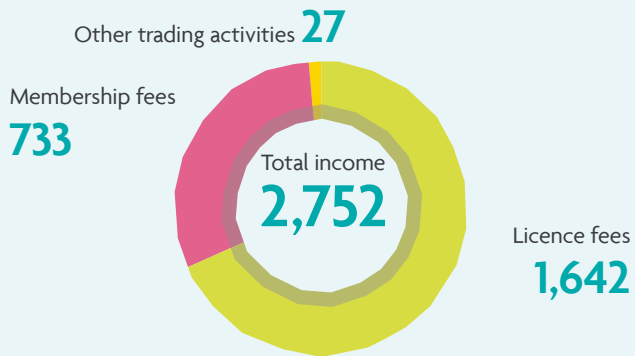
Sheep

Scheme numbers December 2016 – 13,000
DEFRA 2015 – 23,103,000
Species penetration – 0.1%



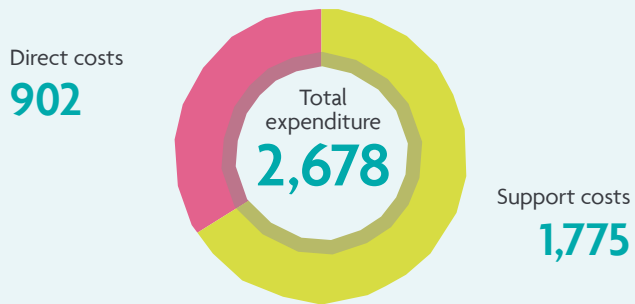
Total number of animals
on scheme – **269,183,000**

Income (£k)



RSPCA Assured no longer receives a grant from the RSPCA

Expenditure (£k)



Accounts





**RSPCA
ASSURED**

CERTIFICATION MARK

Our purpose: To give people a high welfare choice by assuring animals are farmed to RSPCA welfare standards.

Our vision: All farm animals have a good life and are treated with compassion and respect.

Our values:

Education – Helping people of all ages become informed and compassionate consumers

Partnership – Working cooperatively with others for the benefit of farm animal welfare

Integrity – Acting with professionalism, accountability, honesty and transparency

Compassion – Showing kindness and respect towards animals, people and our planet

Registered Office: Freedom Food Limited, Wilberforce Way, Southwater, Horsham, West Sussex, RH13 9RS
www.freedomfood.co.uk t. 0300 123 0014 e. info@freedomfood.co.uk
Company No. 2723670 Charity Registered in England & Wales 1059879 and Scotland SC038199

