

# Poultry newsletter

Spring 2022



## Spring has sprung

Joe Bailey, Head of Farming

**Lighter days, thriving nature and new life. But in the current gloom of world events and challenges beyond our control, some days can feel overwhelming. Spring is perhaps a reminder to focus on what is important, our families, friends and those we care for at work.**

In March, we welcomed Mike (Michael) Baker as the new interim chief executive of [RSPCA Assured](#). He has 25 years of leadership experience in animal welfare - including farm animals - having previously been chief executive of [The Brooke](#), [World Animal Protection](#) and [The Donkey Sanctuary](#), and a former President of [Eurogroup for Animals](#).

Mike will be leading RSPCA Assured through an exciting period of transformation whilst helping the organisation find a new long-term chief executive to lead the charity into the future.

I hope you find joy, peace, and hope in this season of change.



## Come and see us at the Pig & Poultry Fair!

Jeremy Costello, Marketing Executive

**Are you coming to the Pig & Poultry Fair? Come visit us on stand 91 in hall 2. We will be there from 10 - 11 May.**

We want to see as many members as possible, so please drop by for a hot drink and a chat. Our team will be around to answer any questions that you might have about the scheme or the RSPCA's higher welfare standards.

If you would like to request a meeting in advance, please click the link below, or feel free to chat with us on the day.

[Request a meeting](#)



## Update from Farm Animals Department

Kate Norman, Senior Scientific Officer (Poultry)

**It has been a difficult few years for the poultry sector, and we are aware of the challenges this brings to the farming community.**

The RSPCA will be publishing updated laying hen welfare standards and turkey welfare standards towards the end of this year. We will continue our work to ensure the welfare standards provide animals with the best possible environment to give them a good life. Key areas of focus will be managing feather cover, preparing for avian influenza and progressing housing standards.

The RSPCA Farm Animals Department, which sets the higher welfare standards for farms to be certified as part of the RSPCA Assured scheme, is asking RSPCA Assured members to share their experience with managing feather pecking and keeping intact beak birds. So if you have five minutes, please [complete this survey](#).

**Complete the survey**





## Welly Vision: the campaign so far

Xenia Kingsley, Senior Marketing Manager

**In 2021 we launched our micro-documentary series [Welly Vision](#) as part of a major push to better educate shoppers about farming and where their food comes from.**

Presented by food journalist, campaigner, and Food Unwrapped presenter, Kate Quilton, the first and second instalments of Welly Vision are available to view now on RSPCA Assured's website and [YouTube channel](#).

Future episodes of Welly Vision, focusing on meat chickens and turkeys, will be launched this year.

[Read more](#)

## Certification body change

Neil Scott, Head of Operations

**We are delighted to have signed a contract for [Supply Chain In-sites \(SCI\)](#) to be our certification partner for the next three years. And we are currently in discussions to agree on a start date.**

Whilst being a newcomer to the industry, the SCI team has many years of experience in farm assurance and certification to ISO17065. Their future plans

are very much in line with how we would like to develop RSPCA Assured and we are looking forward to working with them.

We are extremely grateful for all of the hard work, support and engagement we've had from those at NSF who have partnered with us over recent years.

It's very much business as usual whilst we transition to SCI and members do not need to do anything different. We will keep you updated as the transition progresses.



## MAY-OH: The RSPCA Assured mayonnaise in shops

Jeremy Costello, Marketing Executive

**Keep your eyes peeled for our logo on MAY-OH, a mayonnaise that uses only eggs sourced from hens reared to RSPCA's higher welfare standards.**

MAY-OH, born in 2020, is an official [Great Taste](#) award winner, receiving one gold star from [The Guild of Fine Food](#) for both its Classic and Black Truffle flavours, available from their [website](#).

[Read more](#)

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