

# Your update

from RSPCA Assured



## Awareness grows, despite pandemic

By Liam Kurzeja, Head of Marketing

**Despite suspending our advertising during the lockdown our second-quarter consumer polling showed continued growth in awareness.**

General awareness increased by 11.8% in quarter two, increasing six percentage points from 51% to 57%. And targeted awareness increased by 10.7%, also increasing six percentage points from 56% to 62%.

We believe this may have been driven by new people trying the product when other ranges weren't available. However, whilst we welcome these results, we need to remain cautious as due to the pandemic, awareness increased for all but one animal assurance provider in the same period.

But, all the same, it puts us in a good position as we recommence our advertising plan for the remainder of the year which will include a bigger campaign than ever around Great British Bake Off... all being well!

## Jamie Oliver supports RSPCA Assured salmon and trout

By Rebecca Lenik, PR Manager

**Jamie Oliver has long been a supporter of RSPCA Assured and higher welfare farming.**

So, we were pleased to see him recommend RSPCA Assured when sourcing responsibly farmed fish in his latest guest article for The Daily Mail.

Read the full article [here](#).

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## 'Get to know' our Field Assessments Manager, Dorian Cross

By Jeremy Costello, Junior PR Executive



**Every person at RSPCA Assured makes a difference. Without our members, consumers and employees, the scheme wouldn't be able to keep improving the welfare of farm animals.**

**To introduce you to the people behind RSPCA Assured, here is the next instalment of our 'Get to Know' interviews with Field Assessment Manager, Dorian Cross:**

### **Why did you join the charity?**

Farming is in my blood. My father was a lecturer at Warwickshire College of Agriculture, and I grew up helping on the farm. Apart from a brief spell living in London, I've always worked close to my farming roots.

After being in the turkey industry for over a decade, I interviewed for the position of Field Assessment Manager at RSPCA Assured. As a jack of all trades, master of none, the role was a good fit for my general understanding of animal behaviour. I take immense pride in seeing the scheme continue to grow.

### **What are you responsible for?**

As Field-Assessment Manager, I oversee the resources that conduct our assessments on-farm. It's the process that bridges RSPCA Assured and farming. My job is to ensure the delivery of that relationship is the best it can be.

I'm also responsible for supporting our team of assessors by providing direction and guidance. It has been great to contribute to the RSPCA Assured journey.

### **What has been the biggest challenge of conducting assessments on-farm during Covid-19?**

When the government brought in measures to stop the spread of the virus, we suspended our regular farm visits. Instead of having RSPCA Assured assessors physically on-site, we had to find a way to continue providing farm assurance while keeping everyone safe.

Thankfully, advances in modern technology allowed us to operate in these challenging times. Our members hosted virtual farm assessments via live video links, being directed by an assessor on a walk of the farm. Both our members and assessors have done brilliantly to adapt to these circumstances, making sure to prioritise the welfare of animals.

**What do you enjoy most about your role?**

Being part of a tremendous team! When faced with challenges, such as our annual audit, we come together to collectively tackle it. The success we achieve is because people work well together. It takes a team ethos for the scheme to be operating at the high standard it does.

**What do you want the general public to know more about welfare issues facing farm animals?**

Farming is trying to embrace better animal welfare. However, it's not something that can change overnight and will take time. At RSPCA Assured, we're a leading-driver in this process with new initiatives that will work to improve the lives of farm animals.

**How does it make you feel when you see an RSPCA Assured product?**

I always hold the queue up and explain to the cashier, and anyone that will listen, that animals reared on the RSPCA Assured scheme have better lives. It makes me feel immensely proud that our small team has managed to get so much product on to supermarket shelves.

**What is your first memory of a farm?**

My parent's farm in Shropshire, which had 38 dairy cattle of mixed breeds. In those days, that was quite a big herd. They also reared Christmas turkeys which helped shape my career in some respects.

**If you were a farm animal, what would you be and why?**

Definitely a turkey, I had a 12-year career in the sector. I have a fascination with commercial poultry. They are my speciality, and I'm proud that I've helped in the development of the RSPCA's turkey standards. I still have two turkeys that I keep as pets, no names, just 'him' and 'her'.

Best wishes,

**RSPCA Assured**

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