

Latest News from RSPCA Assured

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Your poultry update

From RSPCA Assured



A message to you

By Joe Bailey, Head of Farming



It's Summer at last. After so much rain, we certainly shouldn't have a water shortage. But unfortunately, it's become apparent we'll have a straw and labour one. And I hope everyone can find a solution.

Restrictions are lifting, along with the masks, although not quite as soon as we'd hoped. But for some, it's too soon. Re-entering the world and returning to pre-pandemic normality has caused mixed feelings.

Take it slowly, ease back in. If you think someone is struggling. Try to encourage them to open up and [seek help](#), visit their GP or contact [FCN](#).

We know the public is enjoying our countryside, so please urge them to be respectful around your animals, such as politely asking them to keep their dogs on leads, closing gates behind them and not dropping litter. Use the opportunity to engage with them, so they understand the unintentional consequences of their actions on you, your stock and the wildlife.

I've dusted off my cow print suitcase and am finally getting out again - my collie (Molly) and cats (Sybil and Betty) aren't best pleased as they've got used to my company at home - but I'm excited to see you soon.

As Vice-Chair of the Nuffield Farming Scholarship Trust central committee, I'm busy helping arrange the conference in November. I hope many of you who are scholars will attend. For anyone reading who'd like more information about being awarded a scholarship, please click [here](#).

Pride month was in June, and I discovered [Agrespect](#), the rural LGBTQ+ Network wanting to unite and celebrate LGBTQ+ people in farming and encourage greater diversity and inclusiveness within rural communities. They're a great organisation and well worth checking out.

I'm proud of your continued commitment to RSPCA Assured, and for improving the lives of the animals you're responsible for. May you and your families have a happy and healthy summer! I hope Covid-19 eases as we go into the remainder of the year, and everyone stays safe until we speak again.

Take care,
Joe



Coming soon: RSPCA Assured Pig & Poultry Awards 2021

By Emily Strachan, Marketing Executive

Like many who had their plans cancelled over the past year, Covid-19 unfortunately stopped us from running the RSPCA Assured Pig & Poultry Awards at The British Pig & Poultry Fair 2020.

We still wanted to recognise the outstanding work you do. So we're delighted to confirm that these awards will be hosted across our online platforms later this year!

The RSPCA Assured Awards are designed to recognise and reward members of the scheme who have:

- gone above and beyond the standards and/or expectations to help improve farm animal welfare
- been proactive in engaging and educating others about higher farm animal welfare
- demonstrated consistent dedication to caring for the environment and animals in general through sustainability efforts

Our assessors and the RSPCA farm livestock officers have been working hard over the past two years, nominating our pig and poultry members for these awards. We're excited to say that the nominees have been shortlisted, and were chosen by an independent

external panel. Look out for our announcement of who they are on our website soon this month.

Our final 'Awards Week' will start on Monday 20 September and will consist of exciting online activity. Both in the build-up and duration of that week, we will be 'hosting' the awards on our website, with announcements of the winners and runners-up going live on our social media channels.

Keep an eye out on [Facebook](#), [Twitter](#), [LinkedIn](#) and [our website](#) for details. And good luck!



We're thrilled to announce that M&S has committed to stocking 100% RSPCA Assured fresh chicken

By Rebecca Lenik, Public Relations Manager

M&S already stocks the widest range of RSPCA Assured products of any UK supermarket. Now the bar has been raised even higher by a commitment to move to 100% slower-growing RSPCA Assured fresh chicken by Autumn 2022.

The move is part of M&S's commitment to the [Better Chicken Commitment](#), with them demonstrating their leadership in farm animal welfare by being the first supermarket to move all of their fresh chicken to slower-growing breeds, four years ahead of schedule. These slower-growing birds are fed on a multigrain diet, specifically designed to support their slower natural growth and muscle development, helping to provide them with a better quality of life.

This is great news and will provide many more higher welfare product options to customers. The RSPCA is now calling on other retailers and foodservice companies to follow M&S' lead and its 'landmark' commitment to welfare standards.



Lights, camera, action! Content creation is underway

By Xenia Kingsley, Marketing Manager

We're very excited to report that after many months of restrictions, we have finally been able to get back out on-farm to film.

We've had to creatively reuse and repurpose existing content where we could since the start of the pandemic, even crowdsourcing the photography for our [2020 Annual Review](#) from members and assessors. And in some instances, we've had to put activity on hold, including our planned 2021 TV campaign, which we had hoped to start working on at the start of the year.

But now that we are at last allowed to get out and about to film and photograph farms, we have a busy few months planned! Keep your eyes peeled later this summer for the launch of our new campaign, which will be kicking off with a TV ad focusing on pig welfare. The ad features TV presenter Kate Quilton and our own Head of Farming, Joe Bailey, and serves as a teaser for a longer, documentary-style video that explores facts about pig farming.

This video will be the first of a series looking at a range of species and exploring what makes RSPCA Assured farms so special.



We've been verified on Twitter! Send us a tweet?

By Xenia Kingsley, Marketing Manager

Notice something different about us? No, we haven't had a haircut... Our Twitter account has finally been verified!

Like many accounts, we've struggled to get verified for some time, but following recent changes to Twitter's verification process, we have finally obtained that elusive blue tick.

Why does this matter? Blue ticks on Twitter indicate to other users that the account they are interacting with belongs to a brand, celebrity or person of interest. It also helps to clearly differentiate us from copycat or spam accounts - something we, unfortunately, have been victim to in the past.

We'd love to hear what you, your farm and your animals are getting up to. So, join us in celebrating our blue tick and drop us a tweet [@rspcaassured](https://twitter.com/rspcaassured).



Membership fees

	Cost		Cost
One-off joining fee	£36.00	Haulier	
<i>PLUS the appropriate fees below</i>		First vehicle	£142.80
Pullets and turkeys		Each additional vehicle/trailer	£20.40
Up to 12,000 birds	£299.00	Helicopter transport	£486.00
Additional multiples of 12,000 birds @	£68.40	Fish road hauliers	£142.80
Laying hens		Abattoir, processor/packers and hatcheries	
Up to 6,000 birds	£299.00	Per site	£454.80
Additional multiples of 6,000 birds @	£68.40	Revisits, including additions	£199.00
Chickens and ducks		Service	
Up to 30,000 birds	£142.80	Site revisit cost	£199.00
Additional multiples of 30,000 birds @	£68.40	Additional Farm Livestock Officer visit	£325.00
Poultry catching team(s)		Derogation/Exception requests	£125.00
Single	£299.00	Deadline extensions	£33.00
Each additional team @	£68.40	Reinstatement or certification/membership	£46.00
Dairy cattle		Fast Track: to certification	£46.00
Up to 200 animals	£142.80	Report generation per hour	£43.00
For 201 animals and over	£211.20	Duplicate certificate issue	£4.00
Beef cattle and sheep		Covers	
Up to 200 animals	£142.80	• Annual membership fee for 12 months	
For 201 animals and over	£211.20	• Issue of annual certificate	
Pigs		• Cost of single annual inspection and administration	
Breeder or rearer or finisher	£299.00		
Breeder, rearer (rearer, finisher)	£299.00		
Breeder, rearer, finisher	£299.00		
Salmon and trout			
Well boats and all sites, including hatcheries, tank units and abattoir	£583.20		

All prices include VAT

Remember

Cancellations received less than 48 hours before the inspection may incur a cost of £199.

Licence fees

Licence fees are paid by processor/packers selling RSPCA Assured produce. Licence fee returns must be submitted on a monthly or quarterly basis as appropriate. **Returns must be submitted within 14 days of the end of the period.**

Product	Rate
Meat, poultry and liquid egg	0.375% of value of product sold
Eggs (including boiled eggs)	5p per 30 dozen eggs sold
Milk	2.5p per 20 litres sold
Fish	0.875p of value of product sold per kilo (gutted weight)

Schedule 1

Correct as of July 2021 | Subject to change

Reminder: pricing changes from 01 September 2021

By David Salisbury, Head of Operations

There will be changes to some of our membership fees. These will come into effect on 01 September 2021. Alongside this, we are introducing charges for several additional services as outlined in the table above.

We appreciate it is never great news to hear that prices are increasing. RSPCA Assured has worked hard for many years to keep our prices as low as possible, with no increase in membership fees for a considerable number of years. We are now in a position where

we must put these in place to ensure we can continue to offer the very best of service to our members.

In the table below, you will also see charges for some services from 01 September 2021. We have worked hard to keep providing these services at no additional cost, but again, we are now in a position where we must pass on more of the cost involved in carrying out these services.

Thank you very much for your continued membership.

May we also remind you that our updated membership agreement came into force on 05 July 2021, as notified on the 5th April 2021. This update includes notification that payments will only be accepted via digital means from 05 July 2021. This means that cheques will no longer be accepted as a form of payment after this time.

If you have any queries regarding this, please contact us on help@rspcaassured.org.uk.

Do you have our new telephone number?

By Jeremy Costello, Junior Public Relations Executive

We never want to miss your call. So please make sure you have our correct contact details.

If you want to contact us, ring our new telephone number 01403 286 170 and select the department you need to speak to out of the following:

- Membership Services
- Accounts
- Marketing
- Supply Chain

You can also contact our teams by email on:

- Membership Services - help@rspcaassured.org.uk
- Accounts - accounts@rspcaassured.org.uk
- Marketing - hello@rspcaassured.org.uk
- Supply Chain - commercial-team@rspcaassured.org.uk
- Farming - farming@rspcaassured.org.uk

Do other people in your team use our number? Please ensure that your colleagues have updated their records too.

We look forward to receiving your calls.

'Get to know' Dr Kate Norman, RSPCA Senior Scientific Officer

for poultry

By Jeremy Costello, Junior Public Relations Executive



Without our colleagues in the RSPCA's Farm Animals Department, RSPCA Assured simply couldn't improve the lives of farmed animals.

The knowledge, expertise and support they provide is pivotal. This includes writing the RSPCA welfare standards for each species in consultation with external experts, developing practical guidance for producers and conducting unannounced farm visits.

Recently, a new face joined them, albeit remotely. With a strong academic background in animal behaviour and welfare, we're excited to welcome Dr Kate Norman, Senior Scientific Officer for poultry - hens, turkeys and ducks.

Here is the next instalment of our 'Get to Know' interview series to introduce you to the latest addition to the RSPCA's Farm Animals Department:

What is your new role? What are you responsible for?

I'm Senior Scientific Officer in the Farm Animals Department of the RSPCA and have responsibility for leading on poultry (laying hens, turkeys and ducks). My role involves a wide variety of activities, including reviewing the latest scientific evidence that can be used to further improve the welfare of poultry.

I'll work closely with RSPCA Assured, its members and a wide variety of other external stakeholders, as well as the rest of the RSPCA, to provide scientific and technical information, advice and support concerning the poultry species I cover.

Why did you want to join the Farm Animals Department at RSPCA?

It's a fantastic opportunity to work within the RSPCA Farm Animals Department. The RSPCA is continuously contributing to the welfare of farmed animals using both scientific evidence and practical experience to challenge and push for higher welfare standards and practices.

What are you most looking forward to in your role?

I've always admired the RSPCA! So having the opportunity to make a difference to the welfare of farmed animals, by working with and developing practical solutions and guidance for producers and others is amazing. I'm also excited to get to know my team and to work with like-minded people.

Where have you worked previously? What roles were these?

Before coming to the RSPCA, I worked as a Research Associate at The University of Bristol and the Royal Veterinary College London. My research was focused specifically on laying hens, investigating practical changes that could be made on-farm to improve behavioural opportunities and welfare. I'm looking forward to bringing this expertise to my new role.

What expertise do you bring to the team?

My research background in animal behaviour and welfare has equipped me with both scientific and practical skills, meaning I'm familiar with the research surrounding poultry species but I've also spent many a day inside poultry sheds working directly with animals and collecting research data.

What is your first memory of a farm?

I feel I've been surrounded by farming my whole life. We always kept chickens and reared the occasional lamb and calf. Growing up, I lived next door to a large free-range chicken unit - so I opened my curtains in the morning to chickens, chickens, chickens!

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

I would have to be a cow in summer, they seem so peaceful laying down chewing the cud in the sun. I've got a Dexter cow called Bell, it's lovely sitting in the field with her, so I can see myself fitting in the herd too.

What do you enjoy doing outside of work?

I enjoy going for walks and getting my friends lost in the wild (I have no sense of direction). Thanks to Covid-19, I have become an avid sourdough baker; I ordered 50kg of flour over lockdown, so I don't think I'll be giving it up anytime soon.

If you could only eat one meal for the rest of your life, what would it be?

Homemade sourdough pizza! It's my only option to help get through the 50kg of flour, and they are so tasty. You might call me boring, but I go for a classic margherita. Add some homemade chips on the side with loads of ketchup and I'll be happy for life!

Helpful wellbeing links

If you need help or have queries regarding desktop assessments or anything else related to RSPCA Assured, please do [contact us](#). We have also shared some helpful links on wellbeing during the Covid-19 crisis below:

[That Discomfort You're Feeling is Grief](#)

[Caring for employee mental health: a coronavirus guide](#)

[The Adaptive Challenge of COVID-19](#)

Best wishes,

RSPCA Assured

Keep in touch with our news, sign up to our [newsletter](#).

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