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# Your ruminants 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



## Guide to planting trees on your farm

By Jeremy Costello, Junior Public Relations Executive

**We've launched a new [tree planting guide](#) for the ruminant sector, aimed at benefiting livestock and helping to contribute to net-zero emissions on farms.**

It includes practical advice, and is backed up by research from the [Woodland Trust](#) and [Forestry Commission](#). The guide covers a range of topics including:

- Why is tree planting so important?
- What are the benefits of planting trees on your farm?
- Which trees should you plant on your farm?
- What should you check before planting trees on your farm?
- What support is available to help you plant trees on your farm?

Commenting on the launch of the new guide Joe Bailey, Head of Farming at RSPCA Assured, said:

"Tree planting is a long-established practice amongst many of our laying hen producers and is well known in the industry for its benefits to welfare, as well as its favourable environmental impact. We would like to see the same level of commitment to planting trees from our ruminant members. And we hope this guide will encourage many to take the plunge, if they haven't already done so".

[Find out more.](#)

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## **M&S launch new range of RSPCA Assured products**

By Rebecca Lenik, Public Relations Manager

**We're so pleased to announce that Marks & Spencer is now expanding its RSPCA Assured range to include all fresh eggs, pork, farmed salmon and farmed trout, Oakham Gold chicken and milk.**

In 2017, M&S become the first retailer to offer RSPCA Assured milk and is still the only retailer to offer 100% RSPCA Assured milk to customers.

Our Head of Farming, Joe Bailey, states:

"We're delighted that M&S is leading the way in committing to stocking the widest range of RSPCA Assured products of any UK retailer. We know customers recognise and trust the RSPCA Assured logo and standards as it helps them to make better choices on their weekly shop.

Following on from milk, there are now hundreds of higher welfare options available to M&S customers – from eggs and sausages to salmon. And not only is it good news for shoppers but animals as well. M&S's commitment to RSPCA Assured means many millions of farm animals will benefit from being cared for to strict RSPCA welfare standards."

[Find out more.](#)

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## 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
<b>One-off joining fee</b>	<b>£36.00</b>	<b>Haulier</b>	
<i>PLUS the appropriate fees below</i>		First vehicle	£142.80
<b>Pullets and turkeys</b>		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
<b>Laying hens</b>		<b>Abattoir, processor/packers and hatcheries</b>	
Up to 6,000 birds	£299.00	Per site	£454.80
Additional multiples of 6,000 birds @	£68.40	<b>Revisits, including additions</b>	£199.00
<b>Chickens and ducks</b>		<b>Service</b>	
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
<b>Poultry catching team(s)</b>		Derogation/Exception requests	£125.00
Single	£299.00	Deadline extensions	£33.00
Each additional team @	£68.40	Reinstatement or certification/membership	£46.00
<b>Dairy cattle</b>		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
<b>Beef cattle and sheep</b>		<b>Covers</b>	
Up to 200 animals	£142.80	• Annual membership fee for 12 months	
For 201 animals and over	£211.20	• Issue of annual certificate	
<b>Pigs</b>		• 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		
<b>Salmon and trout</b>			
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
<b>Meat, poultry and liquid egg</b>	0.375% of value of product sold
<b>Eggs (including boiled eggs)</b>	5p per 30 dozen eggs sold
<b>Milk</b>	2.5p per 20 litres sold
<b>Fish</b>	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](mailto:help@rspcaassured.org.uk).*

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## 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](mailto:help@rspcaassured.org.uk)
- Accounts - [accounts@rspcaassured.org.uk](mailto:accounts@rspcaassured.org.uk)
- Marketing - [hello@rspcaassured.org.uk](mailto:hello@rspcaassured.org.uk)
- Supply Chain - [commercial-team@rspcaassured.org.uk](mailto:commercial-team@rspcaassured.org.uk)
- Farming - [farming@rspcaassured.org.uk](mailto: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.

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**'Get to know' Becky Lyons, Media Production Executive**

By Jeremy Costello, Junior Public Relations Executive



**Without our RSPCA Assured employees, we couldn't improve the lives of farmed animals. The knowledge, expertise and work they provide are pivotal. Recently, a new face joined us, albeit remotely.**

**With over two decades of experience working in creative roles, we're excited to welcome Becky Lyons, Media Production Executive.**

**Here is a 'Get to Know' interview to introduce you to the marketing team's latest addition:**

***What is your role at RSPCA Assured? What are you responsible for?***

As the Media Production Executive for RSPCA Assured, I'm responsible for all video and photographic content across the company's website and social media channels. This includes all production processes; liaising with external video production companies, and acting as the point of contact to approve video concepts. This is a new role for RSPCA Assured, so it's really exciting to get in on the ground floor and put my stamp on things.

***Why did you want to join RSPCA Assured?***

Farming has always been a part of my life (I actually live on a farm!), and I am passionate about animal welfare. It has been integral to my whole professional career, so when I saw the job advertised I jumped at the chance to apply.

***What do you enjoy doing most in your role?***

I love being out on farms, seeing the animals and meeting different characters along the way! I'm an outdoor person, so to have a job that allows me to be outside is fabulous. I also have a lot of creative freedom, which is really important to me.

***Where have you worked previously? What roles were these?***

Previously, I'd worked at the RSPCA for over 20 years. I started as an animal care assistant at an animal centre. Once I finished my honours degree at university, I moved to the Brand department as a photographer and researcher. I then moved to the Broadcasting and Press department, where I worked as a Video Producer.

After working in both the field and RSPCA headquarters, I've gained excellent knowledge and understanding not only of animal welfare issues, but practical skills, like filming and getting the best out of both animals and people.

***What expertise have you brought to the RSPCA Assured team?***

As this is a new role for the organisation, I hope to bring a wealth of film and photographic knowledge. I'll be busy behind the scenes implementing processes and editing systems whilst also moulding the visual style and feel of RSPCA Assured.

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

I grew up on a farm, so I can't really pinpoint a "first memory" - it was just the setting of



my childhood. A lot blurs into one, but I do have a very early memory of sitting in a big red machine yanking up potato plants through a hole in the floor! I couldn't tell you what it was though.

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

A farm cat. Does that count? They have such a carefree life with other cats, snoozing in the sun, catching mice and wandering wherever they please! I'm very jealous of that because trying to get access to farms to film can be very tricky due to strict biosecurity rules!

I'm excited to get out and about to meet more farmers and their animals. So if you'd be interested in promoting RSPCA Assured and higher welfare farming, please get in touch [here](#).

***What do you enjoy doing outside of work?***

I love growing my fruit and vegetables in my garden. My family have always been passionate about gardening. I've enjoyed making and storing my sauces and teaching my children about our impact on the natural world.

***If you were stuck on a desert island, what three things would you want with you?***

I'd want my children with me! My family is everything to me. Also, it would be awesome to have the knowledge to build and create shelter, so a DIY book is essential. As a natural red-head, I'd also need some factor 50. With the right resources, I reckon we could thrive.

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

Easy. Freshly baked and toasted granary loaf with butter and jam. I'm hungry now!

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## 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**

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