

Your update

from RSPCA Assured



Are you happy with the service we provide?

By Liam Kurzeja, Head of Marketing

It is important to us that you're getting the most out of our service. In order for RSPCA Assured to develop and improve, please fill in our [food industry satisfaction survey](#) by Friday 7th February.

We would really welcome your feedback and are happy to answer any queries you may have - just [let us know](#).

Please note, the survey is anonymous unless you wish to speak to us about your feedback.

Thank you.



New Policies

By Xenia Kingsley, Marketing Manager

Thank you to those who have provided feedback on the proposed soy, palm oil

and plastics policies over the past two months. We have now amended the policies accordingly, and they can be found [here](#).

As you'll see, these provide our requirements for the inclusion of soy and palm oil in products carrying the RSPCA Assured logo, as well as guidelines on the use of plastic packaging.

This comes into force for all new products as of January 2020, and for existing products as of January 2021.

The soy policy also contains some useful recommendations on the use of soy in animal feed.

If you have not yet had a chance to review these documents and would like to provide some feedback or suggestions, please [let me know](#).

Marketing Plans for Q1 2020

By Xenia Kingsley, Marketing Manager

We had an exceptional year last year, exceeding our goal of 53% awareness amongst target consumers.

So, we will be continuing with our successful seasonal advertising strategy this year, with key peaks in Q1 including New Year's resolutions (eating better) and Pancake Day. We have decided not to focus on Valentine's Day or Mother's Day as these haven't performed as strongly as other campaigns.

This is an approach we will be adopting for the entirety of 2020 to ensure that our budget is best spent promoting RSPCA Assured products.



Black Farmer Receives MBE

A big congratulations goes to the founder of The Black Farmer range, Wilfred

Emmanuel-Jones for the announcement that he is to receive an MBE in the New Year's Honours.

The Black Farmer is a member of RSPCA Assured and we are very proud to have Wilfred and his team on the scheme.

Wilfred said being awarded the MBE was a huge surprise and said: "I'm used to a lot of surprises in my life but this one really came out of the blue.

"I spent all my time scratching my head not even realising people had put me forward for the things I had been doing. As far as I'm concerned, I've just got on with what I've done."

Read more on the [Business Live website](#).

Best wishes,

RSPCA Assured

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