

Your update

from RSPCA Assured



Our plastics, soy and palm oil policies come into force this month

By Xenia Kingsley, Marketing Manager

We introduced [new policies](#) for plastics, soy and palm oil last year and we'd like to remind you that these come into full force this month, and now apply to both new and existing products.

To clarify, these new policies relate only to packaged products and not to the use of soy or palm oil in animal feed, as we appreciate the logistics involved.

They are a requirement of the logo use guidelines used by retailers and processor/packers only and not producer members.

As such, they are not included in the RSPCA welfare standards. However, we do make a recommendation only that producers consider the use of soy and palm oil in their animal feed as it's becoming increasingly important to consumers.

If you have any questions, please [contact us](#).



We'd love to hear your thoughts

By Liam Kurzeja, Head of Marketing

It is important to us that you're getting the most out of our service which is why we are asking you to [please fill in our satisfaction survey](#) by Friday 5 March.

There are just a few short questions and it should only take a couple of minutes of your time.

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.

New communications

By Liam Kurzeja, Head of Marketing

This quarter we will be launching a new consumer website – the first part of our new consumer communications strategy.

Last year we completed the most extensive piece of consumer research we've ever conducted. And we now have a clearer picture than ever of what aspects of our assurance resonate most with consumers, as well as the assurances they want to see in the future.

The purpose of our new communications strategy and website is to put those aspects consumers care most about front and centre. And those aspects will continue to evolve

over the coming months as we seek to meet the developing needs and expectations of our consumers. So, watch this space.

Not only does this create greater value for those who buy products carrying our assurance mark, but also those who produce and sell those products.

‘Get to Know’ our new Head of Corporate Partnerships, Cliona Duffy

By Jeremy Costello, Junior PR Executive



Without our RSPCA Assured employees, we couldn't improve the lives of farmed animals. The knowledge, expertise and work they provide are pivotal. This month, a new face joined us, albeit remotely. With over a decade of experience working on charitable partnerships, we're excited to welcome Cliona Duffy, Head of Corporate Partnerships.

Here is the next instalment of the 'Get to Know' interviews to introduce you to our team's latest addition:

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

As Head of Corporate Partnerships, I'm responsible for managing and growing our relationships with retailers, brands and the foodservice industry. As part of my role, I oversee the Commercial Manager and New Partnerships Manager who make up the corporate partnerships team.

Why did you want to join RSPCA Assured?

I've always loved animals! I'm passionate about animal welfare, so I was excited to apply when this role came up. It was an opportunity for me to make a difference to the lives of farmed animals.

What are you most looking forward to in your role?

I'm excited to learn more about animal welfare and develop and strengthen our corporate partnerships. On a personal level, I'm looking forward to meeting everyone face-to-face when we're eventually allowed to!

Where have you worked previously? What roles were these?

I actually started my career in buying! But I decided to move into the charity sector, working in product development and retail partnership roles. I've been at several charities - including developing the Red Noses at Comic Relief - and most recently I led the retail partnerships team at Fairtrade Foundation.

What expertise do you bring to RSPCA Assured?

I've got over ten years of experience working on charitable partnerships, with a specific focus on retail relationships. I've worked very closely with all leading UK grocery retailers and understand their priorities and how they operate.

Do you have any advice for people during this national lockdown?

Keep having fun! I've recently started doing a weekly wine tasting with my parents, who are back in Ireland. Seeing as there's not much news to share at the moment, it gives us something positive to talk about.

What is your first memory of a farm?

As a child, I spent summers at my granny's holiday home in the West of Ireland - it was surrounded by farmland - with sheep on one side and cows on the other. My cousins and I used to play rounders in the garden, and I remember having to hop the fence to get our ball back!

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

I think a sheepdog! They have a good balance of being out in the fields during the day and being part of a family too.

What do you enjoy doing outside of work?

Due to the COVID restrictions, I've been watching a lot of Netflix and taking my dog on walks! It's been great to spend so much time with my little rescue dog, Fletcher, he's a three-year-old pomapoo (pomeranian crossed with a poodle). But in more usual times, I also like going to the theatre, galleries and eating out.

Do you have a hidden talent? If so, what is it?

I absolutely love detective shows! In fact, Fletcher is named after the main character in *Murder, She Wrote*. After all the years of watching, I think I've picked up some detective skills. Fletcher and I have become something of a crime-fighting duo, and have stopped two burglaries while on walks over the last year.

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

Easy! Boiled eggs and soldiers. Here's a life tip from me - salt your toast rather than the eggs - it saves you from having to re-salt every time you dip. You're all welcome.

Best wishes,

RSPCA Assured

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Registered Office: Freedom Food Limited, Wilberforce Way, Southwater, Horsham, West Sussex, RH13 9RS

www.berspcaassured.org.uk t. 0300 123 0014 e. help@rspcaassured.org.uk

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