

# Your update

from RSPCA Assured



## More than half of shoppers recognise RSPCA Assured label

By Rebecca Lenik, PR manager

**This year is our 25th birthday. But that's not all we're celebrating, we're also thrilled that this year marks nearly 25 million animals (plus many millions of salmon and trout) being farmed to higher welfare standards on RSPCA Assured farms.**

As we get older and wiser, it's also good to see that we are being recognised more. Our RSPCA Assured logo is now recognised by 58% of young professionals and families and our general consumer awareness level increased from 15% to 51% today in just four years. Furthermore, the amount of food carrying the RSPCA Assured label increased by nearly 25% between 2016 and 2018.

So from all of us at RSPCA Assured, thank you so much for your support over the last 25 years and here's to hoping the next 25 will be even better.

"We couldn't have done it without the hard work and dedication of all our members, retail and restaurant partners, and without consumers increasingly demanding higher welfare products." - Clive Brazier, CEO RSPCA Assured.

For more information, please [visit our website](#).



## Membership agreement update

By Neil Scott, head of certification

**You may be aware that we have recently written to all of our members, be they groups or independent producers, notifying them of some changes to our Membership Agreement which comes into effect later this year. You can find a link to the communication [here](#), the summary of amendments [here](#), and a full copy of the agreement [here](#).**

We feel such measures are necessary to meet the growing demands and expectations of retailers and their customers, whilst also better protecting our members, their animals and reputation. For this reason, we hope you will work with us and support our efforts to best protect the reputation of the label and ensure its continued value for all our members.

If you have any questions, please do not hesitate to [get in touch](#).

## Global Animal Welfare Assurance Alliance

By Joe Bailey, head of farming

**A new Global Animal Welfare Assurance Scheme to improve the lives of farmed animals launched on World Animal Day (4 October). The initiative - led by The University of Bristol - aims to share knowledge and best practice with farmers and food businesses to increase the proportion of animals farmed to high welfare standards.**

The alliance - comprised of RSPCA Assured, the Soil Association, Beter Leven (Netherlands), Global Animal Partnership (USA) and SPCA Blue Tick (New Zealand) - will help businesses to source products from animals that have been reared to high welfare standards and had a better life. The alliance can also help ensure the validity of welfare claims and pledges made by businesses.

For more information, please click [here](#) or [contact the Global Animal Welfare Assurance](#).

## Farmers Weekly winners

By Rebecca Lenik, PR manager

**The Farmers Weekly awards saw two of our members go home with a win this year: Susie Macmillan, of The Mac's Farm in Ditchling, won Poultry Farmer of the Year and Michael and Ian Baker, of North Farm Livestock, won the national Pig Farmer of the Year award. Congratulations!**

In an [article](#) on Susie Macmillan's win, Farmers Weekly said: "The farm is home to 18,000 organic layers, and owner Susie Macmillan places great emphasis on high standards of bird health and welfare. Even the oldest birds have a full complement of feathers, testament to the care and attention she gives them."

Judges said of North Farm Livestock: "Michael and Ian Baker are ahead of their game when it comes to progressive pig production. Their staff management, attention to detail and desire to go above and beyond what is required means pig health and welfare are maximised. This allows them to achieve high production and an end product that meets consumer demands." Read more [here](#).



## Member highlights

By Rebecca Lenik, PR manager

**For our 25th anniversary year, we have revised our database of case study farms for press and photography purposes.**

This month we would like to highlight two members who have recently featured in [Living North](#): Phillip Twizell of The Good Egg Fellas, and Lucy Jackson of Home Farm, Beningbrough.

Phillip Twizell is an egg producer from County Durham who is this year celebrating a

decade of membership with the scheme. With agriculture in his blood, Phillip began farming pigs on his land in West Newbiggin near Darlington, but yearning for a change in direction, his attention turned to free-range eggs. 'I felt I'd done all I could with the pigs, so back in 2008 I began looking for a new enterprise and hens' eggs were it,' says Phillip. Read more [here](#).

Home Farm Beningbrough is a National Trust farm which is also celebrating ten years of being RSPCA Assured this year. Having been tenants at Beningbrough Hall since 1959, the Jackson family have had farming in their blood for decades, and husband and wife duo Alistair and Lucy Jackson are very much carrying on the tradition. Formerly a struggling dairy farm, the couple have transformed Home Farm Beningbrough into an award-winning business, building a reputation as one of the area's best beef producers in the process. Find out more [here](#).

Best wishes,

**RSPCA Assured**

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