

Your update

from RSPCA Assured



Eat less, eat better message

By Liam Kurzeja, head of marketing

For some our 'eat less, eat better' message has been a bit of a head-scratcher; which we totally get. So, let us explain.

More than a third of British consumers are reducing the amount of meat and dairy they eat for health, animal welfare and environmental reasons. And we completely understand why farmers may see this as a threat.

However, this significant group of consumers are also far more likely to make food purchases based on those animal welfare concerns than others and therefore buy RSPCA Assured products. That is why we decided to embrace the trend for eating less meat and launch our 'eat less, eat better' message because it resonates with these RSPCA Assured shoppers.

We firmly believe that by gaining support amongst this growing group of consumers we are helping protect our members' interests.

And we're pleased to say that since we launched our 'eat less, eat better' campaign, we have achieved one of the biggest jumps in people's awareness of the RSPCA Assured yet - from 50% to 58%!

For more information, please click [here](#).

Changes to the brand use guidelines

By Xenia Kingsley, marketing manager

Over the past few months we have been consulting with WRAP, The Environment Agency and WWF on a number of environmental issues. We have looked carefully at food production and the RSPCA Assured certification scheme, in relation to its impact on animals.

Following this consultation, we are proposing three new updates to the Brand Use Guidelines. These proposed policies are laid out below and we would welcome your feedback by emailing hello@rspcaassured.org.uk by January 01 2020.

Product packaging (plastics)

As of January 01 2021, RSPCA Assured will require all members to follow the guidelines laid out by The UK Plastics Pact with regards to product packaging. The four key areas of the pact are;

- Elimination of problematic or unnecessary single-use plastic packaging for RSPCA Assured products
- Adoption of reusable or recyclable materials in packaging
- Proactive promotion of effectively recycling, composting, or repurposing of packaging
- Increase in use of recycled content in all plastic packaging carrying the RSPCA Assured certification mark

For more information, click [here](#).

Certified ingredients (palm oil and soy)

As of January 01 2021, RSPCA Assured will require any palm oil used in RSPCA Assured labelled products to be sourced from RSPO certified growers.

For more information, click [here](#).

As of January 01 2021, RSPCA Assured will require any soy, or soybean derivative used in RSPCA Assured labelled products to be sourced from RTRS or ProTerra Foundation certified growers.

For more information, click [here](#).



Norfolk farms at forefront of animal welfare

By Rebecca Lenik, PR manager

As RSPCA Assured celebrates its 25 year anniversary, it has discovered that Norfolk is one of the most welfare-friendly farming counties in the UK, with an impressive 391 scheme members based in the county.

Norfolk-based RSPCA Assured farm assessor, Mark Robertson, says:

“Norfolk is the county with the second highest number of RSPCA Assured farms, which perhaps may come as no surprise given it’s strong agricultural heritage, but none-the-less it’s something to be really proud of.”

One pig farmer, Andrew Summers from North Norfolk, has been a member of RSPCA Assured since it started 25 years ago. And today his herd of breeding sows has grown from 150 to 630 animals. Commenting on why their welfare is so important to him, he says:

“The RSPCA standards help me to rear happy, healthy pigs and I firmly believe that if you look after pigs well, they will look after you. At the end of the day you don’t work in this business to make big money – you have to enjoy it. And seeing my pigs happy and thriving brings me pleasure every day.”

Read more [here](#).



Popholes clarification

The base height of popholes - therefore the distance from the floor to the bottom of the pophole - was discussed at the last RSPCA Laying Hen Scientific Technical Advisory Group (STAG) meeting in November 2018.

This was in response to a concern raised by a stakeholder that the base height of some popholes may mean birds have difficulty accessing the range. If the base is too high, then the birds either have to jump to exit the pophole, or ramps may have to be provided, which may not be ideal.

There isn't currently an RSPCA standard concerning pophole base height - only pophole dimensions - so this issue was discussed at the meeting*.

However, nothing has been progressed following this initial discussion. No change in standards has been proposed, and this issue requires further consideration.

We would like to reassure members that should any changes to the RSPCA standards be made for pophole base height in future, this would only be undertaken following consideration of a range of available evidence - including scientific research (where available), expert opinion and practical experience. Consultation with a range of stakeholders including the veterinary profession, welfare researchers, farmers and industry groups would also be carried out.

Finally, as always, members should be reassured that we will always write to them with notice before any new standard is introduced, to allow adequate time for any necessary changes to be made. This also gives members the chance to contact the RSPCA/RSPCA Assured for help and guidance if they have any concerns.

We are always here to help and listen to members. Anyone with any concerns about the standards should contact the RSPCA farm animals department on 0300 123 0183 or, for scheme related queries, contact RSPCA Assured on 01403 800141 or help@rspcaassured.org.uk

*There is no requirement for pophole base heights to be higher than 450mm, as has

been reported, as there is currently no RSPCA standard concerning pophole base height.

Best wishes,

RSPCA Assured

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