

Using the RSPCA Assured Label

A foodservice guide

This handy guide contains everything you need to know about RSPCA Assured, the benefits of using the RSPCA Assured logo, and how to use the logo on your menus and other materials.

Contents:

Page 3: An introduction to RSPCA Assured

Page 4–6: Where to use the RSPCA Assured label

Page 7: How to use the RSPCA Assured label

Page 8: How to talk about RSPCA Assured with your customers

Page 9: Style guide

Page 10: Other requirements

An introduction to RSPCA Assured

The RSPCA has been a pioneer in farm animal welfare since it began almost two hundred years ago, and it continues this work today, developing market leading welfare standards for farm animals which are used globally.

Almost thirty years ago, it pioneered the labelling of higher welfare products to reassure consumers, with the development of RSPCA Assured (then known as Freedom Food).

Over 12% of UK animals are now RSPCA Assured, including over 90% of Scottish salmon and free range eggs.*

What does it mean?

When you see the RSPCA Assured logo next to egg, fish, meat and dairy dishes, you know the farms and all other stages in the supply chain have been assessed to the RSPCA's marketing leading farm animal welfare standards. So, consumers can be reassured that the animals have had a better life.

Key welfare provisions

Unlike some other schemes, these standards cover every aspect of an animal's life from birth to slaughter, including food and water provisions, their environment, handling, healthcare and transportation. RSPCA Assured members must abide by the standards in order to be a member of the scheme and are audited at least once a year to ensure these standards are upheld.

Why use the RSPCA Assured logo?

Welfare is a key issue for customers

71%* of UK public say they care about animal welfare†

Instantly recognisable logo

Used in all major UK food retailers on over 1,400 products†

Provides reassurance to customers

Most trusted higher welfare label in the UK†

Low licence fee

E.g. 5p per 360 eggs†

Easy to use

Dedicated support team at RSPCA Assured†

Easy to source

Supplier Directory to easily source RSPCA Assured product business.rspcaassured.org.uk/resources-for-suppliers/



No cages... ever



Enriched living conditions



Humane slaughter



Space to move



Responsible antibiotic usage



Fully traceable

rspcaassured.org.uk/our-primary-claims/

*From a representative sample of 2,000 exclusive UK consumers. †information correct at time of publication

Where to use the RSPCA Assured label

The RSPCA Assured logo can appear on physical and digital menus, websites and shelf labelling, as long as you are a member of the RSPCA Assured scheme. This means using ingredients sourced from RSPCA Assured farms and paying a licence fee to use the label.

We also ask that you submit any artwork to us by emailing artwork@rspcaassured.org.uk so we can review and approve it.

On a menu:

Here are some suggestions on how the label can appear on menus.



▲ At the bottom of your menu



▲ Next to an individual menu listing



▲ Under a section title



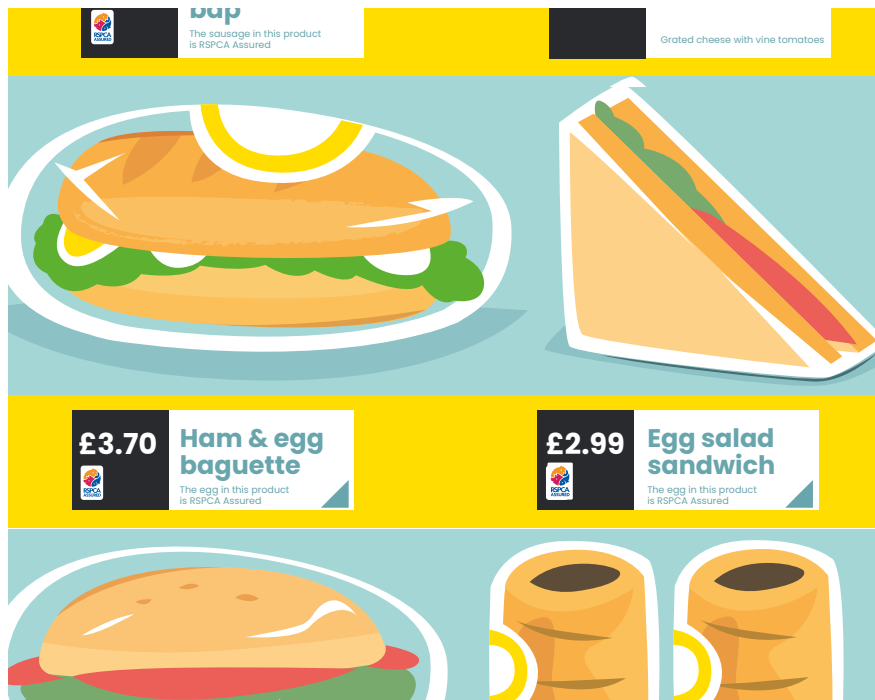
Top tip

If the RSPCA Assured label doesn't fit on your menu, please contact us for advice.

Where to use the RSPCA Assured label

On the Go:

Here are some suggestions on how the label can appear on signage and shelf labelling.



▲ Shelf edge and product labelling

▼ Product packaging



▲ Counter signage



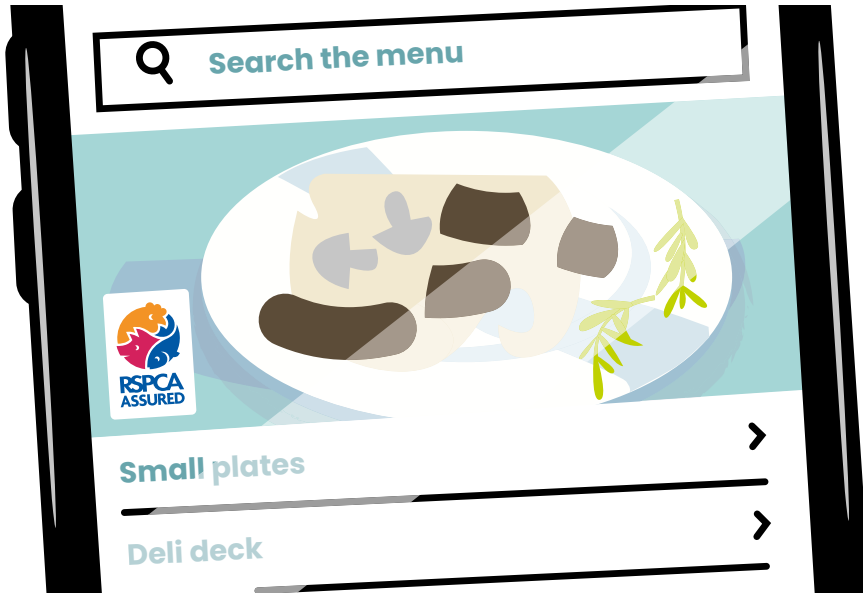
Top tip

If you're struggling with RSPCA Assured label placement on your signage, please contact us for advice on artwork@rspcaassured.org.uk

Where to use the RSPCA Assured label

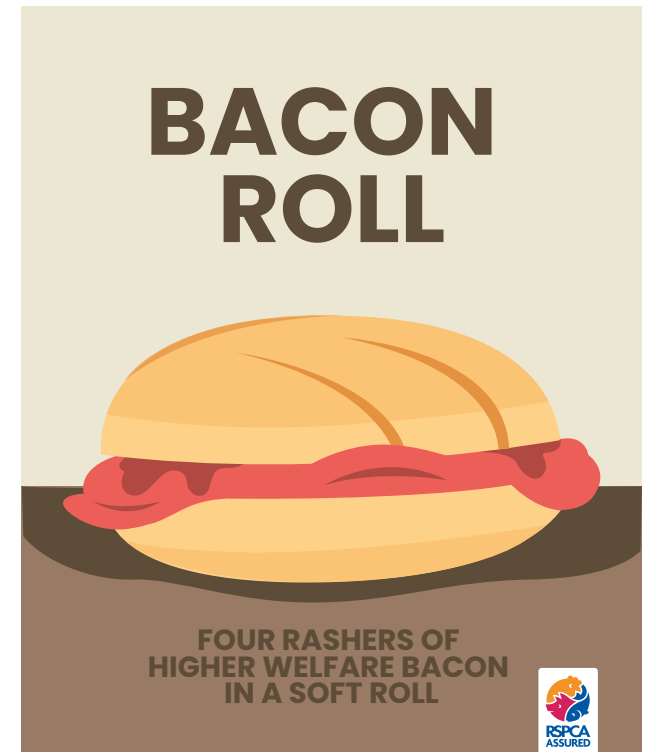
Promotion:

Here are some suggestions on how the label can appear in advertising.



▲ On an app

On a poster ►

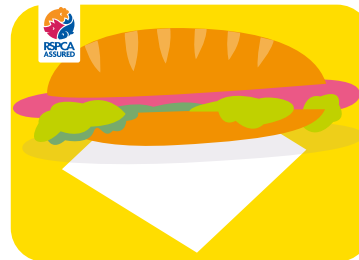


★ Favourites

★ Best sellers

★ Top rated

★ ££



Ham and salad sub

£4.99



Chicken noodle soup

£3.49



Lamb cutlets and mash

£11.49



Steamed salmon & asparagus £4.99

On a website ►

How to use the RSPCA Assured label

The RSPCA Assured logo assures your customers that ingredients are from certified, higher welfare RSPCA Assured farms. To ensure it's used correctly, there is a simple approval process to follow.

Step 1:

Speak to your supplier to find out what RSPCA Assured ingredients they can supply. If they can't supply RSPCA Assured ingredients, please contact the Corporate Partnerships team (partnerships@rspcaassured.org.uk) for help, or consult our **supplier directory** business.rspcaassured.org.uk/supplier-guide/ to see where you can source RSPCA Assured products or ingredients for your business.

Step 2:

Licence Fee – use of the label carries a small licence fee to cover the administration costs of RSPCA Assured. We keep this as low as possible to encourage more people to use the label. For example, on eggs the cost is 5p per 360 eggs, and on meat and poultry it's 0.375% of the wholesale price. Your supplier will pay this on your behalf so you don't need to worry about reporting to RSPCA Assured.

Step 3:

Seek logo use advice from RSPCA Assured – contact artwork@rspcaassured.org.uk to let us know that you will be using the RSPCA Assured label, and talking about RSPCA Assured sourcing on your menu.

Step 4:

We will then ask you to **sign an agreement** to confirm that you will use the RSPCA Assured label according to brand guidelines.

Step 5:

Artwork approval – submit artwork to artwork@rspcaassured.org.uk for approval, and then for re-approval if changing menu format, for example.*

*We always try to respond to artwork approvals as soon as possible. However, **please allow us 72 hours** in case we need advice from the RSPCA's farm animals or legal departments.

If you get stuck on any of the above points, please email or call us – we're here to help.

Important

As a member of RSPCA Assured you do not have licence to use the RSPCA (rather than RSPCA Assured) brand name or logo, which must never be used without the express permission of the RSPCA.

This is because the RSPCA is a separate charity to RSPCA Assured.



How to talk about RSPCA Assured

Tips on talking about RSPCA Assured with your customers

If you aren't very confident talking about RSPCA Assured with your customers, we are more than happy to help you improve their understanding of the benefits of your business' RSPCA Assured certification. Here are some examples you might want to consider talking about, but there is also no obligation to use them:

- We're proud to use RSPCA Assured ingredients, because it means that the animals in our supply chain have lived a better life.
- We use RSPCA Assured Free Range chicken, which means that they have more room to roam indoors and greater access to the outdoors.
- We only use RSPCA Assured pork, and are pleased to know pigs are never kept in cages or crates which restrict their movement.
- We only use RSPCA Assured eggs, meaning the hens who produced them have extra things to help them carry out their natural behaviour.
- We use RSPCA Assured milk, which guarantees that cows can graze outdoors, whenever weather permits, throughout the year.
- RSPCA Assured shares our values in encouraging people to only opt for higher welfare produce, if they eat meat, fish, eggs or dairy. rspcaassured.org.uk/support-us/eat-less-eat-better/
- If your customers want to find out more information, please refer them to our website: rspcaassured.org.uk



Supporting statement

The certification mark **must always be accompanied by a line of text that states which ingredient is RSPCA Assured elsewhere on the pack, menu or web page.**

Please do not attribute any other statements (such as quality or flavour) to RSPCA Assured or combine such statements with our supporting text.

Verbal marketing



In all verbal marketing communications, such as television and radio, RSPCA Assured must be described in one of the following two ways:

RSPCA Assured [product/dish] from/by [brand] e.g. RSPCA Assured pork from McDonald's

or

[Brand's] [product/dish] carrying the RSPCA Assured mark. e.g. McDonald's pork fillet carrying the RSPCA Assured mark

Style guide

Logo colours, size, background and positioning

The RSPCA Assured label **must appear as illustrated** below and must not be altered in any way with the words '**certification mark**' clearly displayed beneath.

The mark must be presented **within its white rectangle** when on anything other than a purely white background. The size of the rectangle proportionate to the size of the logo **must not be altered**.

The size must be 10mm minimum width, **preferably 15mm** where space permits, or 40px wide online.



The logo must be at least half its width from any other element or the edge of the artwork. The words 'certification mark' must be positioned beneath the logo as illustrated.



The RSPCA Assured certification logo graphic files already come with the words 'certification mark' written beneath, and in the case of the .eps and .png files a white rectangular background on a transparent layer.

The logo **must be full colour**, unless using a limited colour print process. If it is not possible to use the full-colour logo, it must be reflex blue and white or black and white*



CERTIFICATION MARK

PANTONE 1375 **CMYK** 50M 90Y
RGB 246 146 32 **HEX** f69220

PANTONE Reflex Blue **CMYK** 95C 65M
RGB 0 88 165 **HEX** 0058a5

PANTONE 206 **CMYK** 10C 96M 41Y 2K
RGB 211 28 91 **HEX** d31c5b



CERTIFICATION MARK

PANTONE Reflex Blue
CMYK 95C 65M
RGB 0 88 165
HEX 0058a5



CERTIFICATION MARK

PANTONE Black
CMYK 100K
RGB 0 0 0
HEX 000000

RSPCA Assured ingredients

1. If 100 per cent of the **animal-derived ingredients** in a product or dish are RSPCA Assured then the label may be used beside a dish.
2. If more than 50 per cent of the **animal-derived ingredients**, and the primary* animal-derived ingredient, are RSPCA Assured then the label may be used beside a dish with the relevant systems and ingredients clearly stated beside the mark – for example, 'Free range chicken'.
3. If 50 per cent or less of the **animal-derived ingredients**, and the primary* animal-derived ingredient, are RSPCA Assured then the label may be used elsewhere on a menu*.
4. If five per cent or less of the **animal-derived ingredients** are RSPCA Assured you may use the words 'RSPCA Assured' beside the relevant ingredient in the list of ingredients.

*the animal-derived ingredient constituting the greatest percentage of all animal-derived ingredients

Titles and descriptions

The words RSPCA Assured may only be used in the title or description of a product or dish if all the animal-derived ingredients are RSPCA Assured and make up more than 50 per cent of all ingredients.

However, it must be separated from any other brand name or unrelated wording by a line break or full stop and must be followed by the principal RSPCA Assured ingredient, for example: 'RSPCA Assured beef mince'.

Rearing system

Pork and poultry products or dishes must clearly state the rearing system on the menu or elsewhere.

For more information regarding rearing system definitions please visit rspcaassured.org.uk/porklabels/.

*If neither reflex blue nor black is possible please contact us for further advice.

Mandatory requirements checklist

All uses of the RSPCA Assured certification label (name or logo) are strictly subject to scheme membership, traceability, levy and prior written approval.

Please refer to this checklist before publishing our logo

- ✓ 1. Are the logo colours, size, background and positioning correct?
- ✓ 2. Is the traceability of the supply chain 100% RSPCA Assured?
- ✓ 3. Are the animal-derived ingredients acceptable? What percentage of the ingredients are RSPCA Assured?
- ✓ 4. Are the titles and descriptions correct? i.e. is the RSPCA Assured statement separate to mentions of other brand names?
- ✓ 5. Is the mention of RSPCA Assured not misleading in any way?
- ✓ 6. Has the RSPCA Assured label agreement been signed?

NOTE: You must have an agreement with your supplier to always source relevant RSPCA Assured ingredients, otherwise, the label can't appear on menus for example if you have supply problems.

Accurate claims

It is important to ensure that any such use of the RSPCA Assured label is not misleading in any way: for example, by using the label in such a way that could imply that the whole of a business or range of products, dishes or ingredients are approved by the scheme where this is not the case.

Sourcing of other ingredients in the product

Animal products

Use of the RSPCA Assured label may be rejected if the product or dish contains eggs, pork, chicken or salmon that are not RSPCA Assured or are from system with unacceptable welfare.

These include: cage eggs, white veal, foie gras and pork raised on slats or in farrowing crates.

Environmental Policies

Our understanding of humanity's effect on the natural world has changed rapidly over the past few years, as its impact has become more visible. So in consultation with The Environment Agency, WWF, WRAP UK and our members, we have introduced new policies which set out our requirements for the inclusion of soy and palm oil in products carrying the RSPCA Assured label, as well as guidelines on the use of plastic packaging.

Soy and palm oil

Use of the RSPCA Assured label may also be rejected if the product or dish contains soy or palm oil from unsustainable sources.

Approved certification schemes include **RSPO**, **RTRS** (including soy credits) and **ProTerra**.

Ownership

RSPCA Assured is a registered certification mark belonging to Freedom Food Limited. RSPCA is a registered trademark belonging to the RSPCA. Use of the RSPCA trademark within the RSPCA Assured certification mark is granted under licence for this specific purpose only. The RSPCA trademark cannot be used by scheme members or authorised users except as part of the RSPCA Assured certification mark.

Further information

RSPCA Assured, Wilberforce Way, Southwater, Horsham, West Sussex RH13 9RS

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e help@rspcaassured.org.uk

w business.rspcaassured.org.uk