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Your poultry update

From RSPCA Assured



A message to you

By Joe Bailey, Head of Farming

We appreciate this year has been stressful for the poultry industry. You have faced AI, shortages in workers and haulage, and uncertainty around Covid-19. Our sympathy is with those who have suffered, but we are fully aware of how resilient you continue to be. We are proud of your efforts to mitigate and manage the challenges faced.

Amongst the gloom, there have been shining lights. It was an honour to present members with our first ever [RSPCA Assured Pig & Poultry Awards](#). These awards were an opportunity to highlight those who have gone above and beyond. I was also pleased to see the media recognise the challenges we faced in the industry this year.

We know next year will continue to hold some of the same challenges. Please [get in touch with us](#) if there is anything you need - be mindful our [opening times differ over the festive period](#). As always, we will do everything we can to support you.

I hope you can still have a good festive season and whether working or resting, you find some peace, joy, love, and laughter. May the New Year bring some hope and positivity.

Take care,
Joe

RSPCA ASSURED PIG & POULTRY AWARDS 2021 WINNERS



RSPCA Assured Pig & Poultry Award winners

By Emily Strachan, Marketing Manager

In case you missed it, the RSPCA Assured Pig & Poultry Awards took place earlier this year and we are pleased to share the [full list of winners](#) with you.

Whilst we work with all our members to ensure the highest standards of farm animal welfare, we are proud to highlight those members who go above and beyond for their animals. Here's a summary of our poultry winners.

RSPCA Assured Poultry Award winners

[Roger Gill](#) - Outstanding Contribution to Poultry Welfare

[Michael Rutherford](#) - Excellence in Higher Farm Animal Welfare

Patrick Lynn - Excellence in Education of Higher Animal Welfare

[Clive and Elizabeth Patrick](#) - Excellence in Sustainability and Higher Farm Animal Welfare

Focus on laying hens: Welly Vision

By Xenia Kingsley, Senior Marketing Manager

This year we kicked off our Welly Vision campaign featuring Kate Quilton, which has included two phases; one exploring laying hen farming and one looking at pigs.



Our hen phase centred around a [10-minute microdocumentary](#) that explores the challenges of producing eggs, and emphasises why hen welfare is so important. We have also produced two shorter videos; one looking specifically at [egg codes and size](#), and one discussing the difficult topic of [chick culling](#). This content is designed to educate people about the complexities of farming animals for food and the importance of choosing higher welfare products.

This content has been supported by a web page that includes even [more information on hen welfare](#), and TV advertising throughout the year.

Our TV ads were shown on More4, HGTV, Eden, Sky Showcase, Sky Max, Sky Atlantic and Food Network during shows such as Jamie Oliver: Together, Food Unwrapped, and more recently Jamie's Best Ever Christmas, The Hairy Bikers Home for Christmas and Gordon Ramsay's Ultimate Christmas. This advertising has delivered over 8.5m impressions to date. We also secured a premium spot in The Great British Bake Off: An Extra Slice, which earned us 1.4m impressions alone. Bake Off has historically been a great fit for us, particularly with laying hen content, as its audience (under 34s with an interest in food and drink) is especially receptive to messaging around animal welfare and baking ingredients.

Across social media including YouTube we have delivered 6.6M impressions to date, 1.4M completed views and so far garnered a total of 61.5K clicks.

From a press perspective, we had full-page adverts in two editions of Sainsbury's magazine and in two editions of BBC Good Food, with additional double-page and full-page adverts in the current issues of BBC Good Food, Olive and Delicious magazine. This has given us a collective circulation of 555.6m.

Next year, we'll be focusing on meat chickens and turkey, so keep an eye out for that. We have three years of usage rights for each film, so we will continue sharing them for a long time to come!



10 reasons why farmers should consider planting trees

By Chris Waterfield, Carbon and Water Advisor (Forestry Commission)

Tree planting can present opportunities to diversify, generate additional income, increase farm productivity, improve welfare, and enhance your land – whilst also supporting wider environmental goals. Here's how.

TOP 10 REASONS:

- 1. Prevent soil erosion** - Planting tree shelterbelts around your farm lower windspeed to help reduce that erosion.
- 2. Protect livestock and crops** - Trees help protect your livestock and crops against more frequent extreme weather conditions that we've seen over the recent past
- 3. Get paid for creating and managing woodlands** - You can get financial support through the Forestry Commission and via our partners, helping to make woodland creation a reality for you.
- 4. Generate reliable income streams** - With timber in high demand now and into the future, you could gain revenue streams. And local woodfuel production can provide efficient on-farm energy savings to heat your buildings.
- 5. Diversify your income** - Woodland creation can strengthen business resilience and generate alternative income streams. They provide an opportunity for recreation and leisure activities or alternative crops – and avoid having all your eggs in one basket.
- 6. Cut farm pollution** - Planting woodland shelterbelts around your farm can reduce spray drift up to 90%, as well as helping to capture pesticide run-off and ammonia released from livestock units.
- 7. Offset your carbon emissions** - Woodlands play an important role in addressing climate change. Trees act as a natural 'carbon sink' by removing and storing carbon

dioxide from the atmosphere.

8. Increase farm productivity - Combining trees with crops and livestock can result in healthier soil, which could lead to more sustainable yields and enhanced biodiversity. Agroforestry can also help increase farm productivity and better utilise your land.

9. Create natural flood management and improve water quality - Woodland in the right place helps slow run-off from your land as well as helping to reduce water pollution in our streams, rivers, and lakes.

10. Boost biodiversity - All woodlands are home to a wealth of wildlife. Making smaller woodlands bigger or connecting existing woodlands with one another can help expand habitats and encourage vital wildlife corridors.

Read the full blog on why you should consider planting trees, [here](#).



You've heard of elf on a shelf, now there's...

By Jodie Adam, Digital Media Manager

Every year, troublesome elves move from shelf to shelf, creating household mischief and delighting children every morning when they wake up to discover the naughty nocturnal antics.

This year, our own cheeky RSPCA Assured elf, Alf the Elf, has decided to try something different. Fed up with causing havoc at home, he's heading into the great outdoors.

That's right, you've heard of elf on a shelf, well this year, it's elf on a farm.

This Christmas, the mischievous Alf the Elf, together with his partner in crime, Holly, will be out and about on RSPCA Assured farms getting up to all sorts of shenanigans. He might be tagging along with one of our farm assessors, riding a tractor, or even perching with the

hens - always following biosecurity measures, of course.

So far we've seen Alf and Holly checking out the RSPCA Assured welfare standards, hiding in a box of RSPCA Assured eggs, munching on some biscuits while sipping RSPCA Assured milk and then relaxing whilst watching our new Welly Vision series on YouTube.

Every day in December, we'll be posting a new photo of Alf the Elf and linking through to a page on our website to raise awareness of what RSPCA Assured and our members do. So when Alf's watching TV we'll be linking to our [Welly Vision page](#), for example.

Be sure to follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#) to keep up with what Alf and Holly are getting up to.

The Farming Community Network: time for reflection

By Jude McCann, Chief Executive Officer (The Farming Community Network)

The last 18 months have been challenging and a time for reflection for many of us. Extended periods apart have reminded us of all the things that truly matter in our lives – such as family, friends and the networks we build around us.

There is still great uncertainty around the future of British agriculture, but we must remember that we are all in this together. Our farmers operate to some of the highest standards in the world and are among the great innovators. Farmers will continue to play a significant role in addressing global challenges, such as food security and climate change.

We should all be proud of the work that we do, keeping the nation fed, maintaining our beautiful countryside and protecting the welfare of the livestock who rely on us. Let us all face the coming years and the changes ahead with optimism, tenacity and resilience.

If you are struggling and need help, we can offer support and advice:

[The Farming Community Network \(FCN\)](#)

Phone: 03000 111 999

CofE community engagement: festive video

By Rebecca Lenik, Senior Public Relations Manager

We launched a pilot community engagement project with the [Church of England's Chichester Diocese](#). The project aims to create awareness and trust of the work of [RSPCA Assured](#), the importance of farm animal welfare and connect members of the Diocese with where and how their food is produced.





Why the Church of England?

We wanted to engage with a like-minded group near to RSPCA Assured's Horsham HQ, because we felt our story would resonate more strongly with the local community and help us build a closer connection.

After exploring a number of different potential stakeholders - including religious and other community groups such as the Lions, Rotary Club and WI - we felt that the Church of England was the right fit for our first community engagement, as Churches are at the heart of many farming communities.

We officially launched our pilot engagement project on Farm Animal Welfare Sunday (3 October) with a video of RSPCA Assured's Joe Bailey talking to Revd Mark Betson, on an RSPCA Assured dairy farm in Sussex, about why Church communities should care about farm animal welfare. This was supported by a double-page feature in Faith in Sussex magazine. Churches play a key role in many farmers' lives, especially in the run-up to Christmas. So, we've also revamped our video to give it a more festive feel.

We'll keep you updated on how the project progresses and, as resource permits, we hope to engage with other faith and non-faith community groups in the near future.

Helpful wellbeing links

If you need help or have queries related to RSPCA Assured, please do [contact us](#). We have also shared some helpful links on wellbeing during these uncertain times:

[That Discomfort You're Feeling is Grief](#)

[Caring for employee mental health: a coronavirus guide](#)

[The Adaptive Challenge of COVID-19](#)

Best wishes,

RSPCA Assured

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