

Your update

from RSPCA Assured



Assessments update

By Neil Scott, Head of Certification

With the continued presence of Covid-19, we shall be continuing with our three-phase approach to in-person farm assessments. As always our priority in everything is to safeguard the welfare of our members and their animals.

Early this summer, we began phase one of our plan to get back to physical in-person farm audits. Any members in England due an assessment were offered the opportunity to take part in “contactless” assessments. These were only carried out with the mutual agreement of both the assessor and member and were not mandatory. In cases where in-person assessments were not possible, we continued with live streaming assessments. Due to the current situation, we are still in phase one of our plans.

In line with government guidelines, strict social distancing measures have always been observed by RSPCA Assured assessors. To further safeguard the welfare of both our members and our assessors, we developed our own ‘contactless’ guidelines.

For further information on our current approach to assessments, please [visit our website](#). If you wish to speak to a member of the team, please contact hello@rspcaassured.org.uk or call 01403 286170.

“The welfare of the animals and producers in our scheme remains our priority. Members should be reassured that at every phase of our return to in-person assessments, we will be following the latest Government advice. If that advice means we have to go back a phase, then that’s what we will do.”



All of us at RSPCA Assured are impressed at how well our members have adjusted to virtual audits during this challenging time. I hope news of our plan to return to ‘normal’ shows that there is light at the end of the tunnel. We will get through this difficult time by continuing to work together.”

By Clive Brazier, CEO RSPCA Assured

Salesforce update

By Liam Kurzeja, Head of Marketing

This past year, I've led a project to implement a leading customer relationship management database called Salesforce. The new system will replace our existing membership database. It will provide RSPCA Assured members with a time-efficient, accessible and more personal experience.

Due to the unforeseen circumstances of Covid-19, we were delayed in trialling the live pilot of the system. However, after a short hold up, I'm pleased to announce that we've almost completed the second stage of our live pilot. Our in-house IT administrator and Salesforce partner are in the process of ironing out any final kinks in the system.

We're well on course to roll out Salesforce to our members through 2021. That being said, some species may have to wait on the progress of the mobile app being developed for RSPCA Assured assessors carrying out their on-farm assessments. However, I'm delighted to say this app is in full development, looks fantastic, and we hope is in a position to be piloted early next year.



The Great British Bake Off results

By Xenia Kingsley, Marketing Manager

Bake Off is always a great opportunity for us to promote higher welfare, RSPCA Assured eggs and this year has been no exception. The final aired on November 24th, with Peter taking home the coveted crown.

We invested £175k on our campaign this year, which included TV advertising, paid social advertising and an influencer campaign.

A big chunk of our investment was in a 10-second TV ad slot during the first episode and the repeat showing and this really paid off for us. Including catch-up, this was watched by 10.8 million viewers, earning the highest ratings of any Channel 4 show in over three decades.

The 10-second ad was also shown during the first episode of 'Extra Slice', Bake Off's sister show hosted by Jo Brand. In addition to this, we ran a 20-second version of the advert across Channel 4, More 4, Home, Eden and Channel 4's video-on-demand service, All 4.

The social media element of the campaign saw paid ads running across Instagram, and Facebook, earning over 1.1m impressions, and Youtube which earned over 1.3m impressions.

The influencer campaign was another great success, with 40 influencers creating 32 original posts and 238 "Instagram Stories" content for us, earning 2.9m impressions and 2.3m engagements. Despite RSPCA Assured being the occasional target of anti-farming and vegan activism on social media, we are pleased to report that this campaign was very positively received. Here are some of the lovely comments on the posts:

"Cake looks gorgeous!! And definitely worth checking for the RSPCA label, knowing where the food is from is such a little thing that can make a big difference."

"They look amazing! Also great to know the welfare of the chickens is the best it can be."

"I always look for the label too."

"These look awesome! I always try and make sure I get rspca assured eggs x"

"I'm very fussy about eggs! Love eggs and love this info! Thank you @kerrywhelpdale and @rspcaassured_official"



National Pig Awards 2020

By Jeremy Costello, Junior PR Executive

Congratulations to all winners, and those shortlisted, at the National Pig Awards 2020, which were held via a live-stream on Monday 16 November. The seventh edition of the awards highlighted the tremendous work being done by individuals and businesses across the pig industry.

Mark Robertson, Senior Assessor and species lead for pigs at RSPCA Assured, is keen to praise all RSPCA Assured members who were acknowledged at the event as he says:

"I'm pleased that so many of the award winners were RSPCA Assured members. It's great to see higher welfare farming receive recognition. In what has been a difficult year for everyone, the event was a nice way to celebrate the success of our members."

RSPCA Assured Winners - National Pig Awards 2020

Wayland Farms - Outdoor Pig Producer of the Year

Paul Howland (BQP) - Finisher of the Year

RC Mellor (BQP) - Herd Productivity Award

Dawid Wawrowski (Karro) - Stockman of the Year

Susanne Mustard (Karro) - Trainee of the Year

Iwona Rosa (Norfolk Free Range) - Unit Manager of the Year Award

Josh Brewster (North Farm Livestock) - Young Pig Farmer of the Year

Lee Thompson (Wayland) - Special Achievement Award

Yorkshire Farmers Marketing - NPA Allied Member Award

Wayland Farms - Pig Producer of the Year

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

'Get to Know' Senior Assessor, Mark Robertson

By Jeremy Costello, Junior PR Executive



For every farm animal that leads a good life, there is a group of people behind it. Without the dedicated work of each individual, whether that is our members, consumers, employees, or retailers, we could not fulfil our vision for all animals to be treated with respect and compassion.

To introduce you to the people that make RSPCA Assured a success, here is the next instalment of our 'Get to Know' interviews with Senior Assessor, Mark Robertson:

Why did you join the charity?

I worked as a farm manager for seven years, in the education sector, at an agricultural college. I'd done the job for a long-time and wanted a positive change. The role as an assessor at RSPCA Assured came up, so I applied for the position. I'm passionate about improving farm animal welfare, and it was an opportunity to really help make a difference.

What are you responsible for?

I'm now a senior assessor, so I look after the assessments of farms in East Anglia and supervise two assessors in the region. In my role, I assess pigs, chickens, turkeys, abattoirs, hauliers, hatcheries and laying hens. I specialise in and am species lead for turkeys, hatcheries, and pigs. As part of my position, I'm responsible for assisting with the health and safety aspect of being an assessor.

What do you enjoy most about your role?

Meeting farmers who are passionate about the welfare of their animals. Sometimes, you just can't get away from a farm. The producer just wants to tell you about the positive changes they've been making and the improvements they've made for the animals. I really love days like that.

What has surprised you most about working for RSPCA Assured?

How much higher the welfare standards are and more rigorous the assessment process is for RSPCA Assured farms, compared to other farm assurance schemes. It's great that we, as an organisation, aren't ever content just to stand still but continually work to improve the lives of farmed animals. With the majority of people still choosing to eat meat, it's great to know they can choose RSPCA Assured products, which come from animals that are treated with compassion and respect.

How has Covid-19 impacted your work at RSPCA Assured?

Due to COVID-19, the farm assessments are being arranged on a mutual consent basis. For me, in the East of England, I'm still mostly out on farms. However, if an assessor or RSPCA Assured member is uncomfortable with the visit, we will conduct the assessment remotely via a live video link. When I do visit a site in person, I'm kitted out in personal

protective equipment to safeguard our members.

What is your first memory of a farm?

As I grew up in the countryside of East Anglia, there were lots of farms. So I guess I've always had farming around me. One that sticks to mind most is my cousin's pig farm. My great grandfather used to take my siblings and me for walks around it.

Do you have any farm animals?

Yes! I have a pedigree flock of Southdown Sheep. Their wool gets turned into rugs, felting gifts, and natural compost for the garden. Each year the new lambs are named, and they always share the same letter of the alphabet. This year, we had the class of 2020, whose names all started with the letter G - Glynis, Gladys, Gwen, Gabbi, Glen, Grant, Gordon and Gilbert.

Best wishes,

RSPCA Assured

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