

Your update

from RSPCA Assured



On your marks, get set... bake!

By Xenia Kingsley, Marketing Manager

It may be a month later than usual, but Bake Off season is finally upon us! With uncertainty around filming, there was a time when it seemed that GBBO might not be happening this year, but the first episode aired on Tuesday 22 September on Channel 4. Nearly eight million people tuned in and despite a few baking disasters, it was a great episode.

Bake Off is always a big event in the RSPCA Assured marketing calendar, as baking fever sweeps the nation and sales of baking ingredients soar. In 2018, Brits spent £1.7bn on baking-related items (including equipment) during Bake Off.

The so-called “Bake Off effect” seemed to lose its potency last year, with viewer numbers declining and sales down 2.2% according to Kantar. This was largely thought to be due to concerns over sugar, with many consumers looking to cut back. But as we know, Covid-19 has flipped the script on many aspects of our lives, and home-baking is very much back en vogue.

Sales of butter grew by 16.1%, eggs 15% and sugar 46% (Kantar) during the lockdown as the nation rediscovered their love of baking. We’re anticipating that those lapsed viewers will tune back in this year.

With RSPCA Assured eggs now available in the majority of UK supermarkets and milk

available in M&S and from Ocado, this is a great opportunity for us to promote higher welfare, RSPCA Assured products.

Our media buying agency has once again negotiated a fantastic package for us, totalling just under £175k, with a 10-second ad slot during the first episode, which will also be shown during the repeat and during 'Extra Slice' on Friday. We've gone with a 10-second format during Bake Off to squeeze the most out of our budget but for the remainder of our campaign, we will be using a 20-second ad across Channel 4, More 4, Home and Eden. This 20-second ad will also be run on Channel 4's video-on-demand service, All 4.

The social media element of this campaign will see paid ads running across Instagram, Youtube and Facebook, and an influencer campaign including Olympic champion and TV presenter Greg Rutherford and Radio DJ Rosie Ramsey. Influencers will be creating their own higher welfare bakes and challenging others to do the same.

So, keep an eye out for our [advert](#), shot last summer on one of our wonderful free-range laying hen member's farms in Cumbria. And if you're getting into the baking spirit yourself, remember to use RSPCA Assured ingredients and tag your photos using the hashtag [#bakeitrspcaassured](#). Find out more [here](#).

Brief update on assessments

By Neil Scott, Head of Certification

In June we started our three-phased return to on-farm assessments, and we've been delighted to be able to get out and see so many of your producers and their animals on farms. It has been fantastic that so many of them have been able to welcome us to their farms for assessment and has meant we've been able to ensure they and your supply chains enjoy continued certification. Our assessor team in particular have been very pleased to be able to spend time with farmers and their animals.

Returning to assessments as usual

RSPCA Assured May 2020



While we have enjoyed being able to visit many farms, we also appreciate that there are still differing levels of anxiety around visitors, or producers who would prefer to minimise interruptions to their operations during this challenging period. As such we are still on phase one of our three-phased plan and we will, of course, communicate to your producers again when this changes. We will continue to conduct assessments using our desktop protocol (where possible) for those farms who are unable to facilitate an on-farm assessment.

For the many farms that are happy for us to visit, we look forward to visiting for the assessment and we will, of course, continue to use our '[contactless assessment protocol](#)' to ensure the safety both of farm staff and our assessors. Please ensure you remind your producers to familiarise themselves with this as their assessment date approaches.

Finally, we'd like to thank you for your continued support and understanding including that of your producers as we continue to navigate through the pandemic.

As ever, for the most up-to-date information on assessments during the COVID crisis, please see our [website](#).

Deserving winners at the Aquaculture Awards!

By Joe Bailey, Head of Farming

The 2020 Aquaculture Awards took place this month to mark the achievements of the aquaculture industry worldwide. The awards were due to take place in a traditional ceremony at the Aquaculture UK exhibition in Aviemore in May but, given the current restrictions, it was replaced by a virtual ceremony.

And we are delighted to announce that Malcolm Johnstone, RSPCA Assured Aquaculture Manager, and John Avizienius, RSPCA Senior Scientific Officer, jointly won the Animal Welfare award. Congratulations and very well deserved! You can read more about the event [here](#).

'Get to know' our Operations Manager, David Salisbury

By Jeremy Costello, Junior PR Executive



The collective efforts of our members, customers, consumers, and employees make RSPCA Assured work. But behind every team, there are individuals. Without the dedication of each person, we couldn't continue to improve the lives of farm animals.

To introduce you to the people that make RSPCA Assured a success, here is the next instalment of our 'Get to Know' interviews with Operations Manager, David Salisbury:

Why did you join the charity?

I come from a commercial background. I'd previously worked as a senior manager with a business consultancy. They specialised in high compliance Government service contracts and consultancy for Small to Medium Enterprises to transform their businesses. The opportunity to work at RSPCA Assured was ideal. I interviewed for the position of Operations Manager and started in early 2019. It was a role I knew I could do well, at a charity I have great respect for. The location of the job also meant I could work much closer to home.

What are you responsible for?

As Operations Manager, I'm responsible for Membership Services and the Accounts team. I also manage the IT department, GDPR and the scheme compliance. The Operations Manager role and the excellent team behind it, are an integral part of the organisation in ensuring that we function and deliver the best possible service. It's great to be a part of the team at RSPCA Assured. During my time here, I've taken immense pride in seeing the scheme develop.

What do you take inspiration from?

Success! I don't take inspiration from any particular person or ideals. For me, it's about being part of something that delivers a positive outcome, which in my case is ultimately about improving the welfare of farm animals.

How do you see RSPCA's Assured approach to farm assurance change as a result of Covid-19?

It's been intriguing to see how organisations have transformed their practices overnight, often for the better, due to the ongoing situation. RSPCA Assured is certainly not exempt from this, and has accelerated existing plans and formulated new and exciting ones, drawing on the wealth of experience from the passionate people across the charity.

The work we've already achieved during these circumstances, temporarily adopting desktop-based audits and an almost paperless approach, is testament to the way we're going. These developments have seen our members and the industry come along with us on this journey. It's great that everyone is heading in the same direction.

What has been the biggest challenge to your work at RSPCA Assured during Covid-19?

This has been, and continues to be, a challenging situation, not just for the industry but the world. It's hard to pull on one specific challenge, but I could name you 100 smaller ones that I'm sure most organisations have felt. Whether that's moving to remote and flexible working to ensure staff can work safely, and in many cases also home school their children, or ensuring that we can maintain the influx of new producer members joining the scheme when the supply chain is under pressure. It's inspiring to see everyone inside and outside the organisation step up to the challenges we've faced.

What is your first memory of a farm?

My infant school backed onto a dairy farm. Although I grew up in London, it was on the outskirts of the city. I remember at lunchtimes, it was fascinating to watch the cows en masse follow the farmer when he came to feed them.

Best wishes,

RSPCA Assured

Keep in touch with our news, sign up to our [newsletter](#).



To stop receiving these emails please [unsubscribe here](#).

[News](#) | [Media](#) | [Consumers](#) | [Jobs](#) | [Contact us](#) | [Privacy](#) | [Sitemap](#)

Registered Office: Freedom Food Limited, Wilberforce Way, Southwater, Horsham, West Sussex, RH13 9RS

www.berspcaassured.org.uk t. 0300 123 0014 e. help@rspcaassured.org.uk

Company No. 2723670 Charity Registered in England & Wales 1059879 and Scotland SC038199

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

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

