

# Annual review 2021



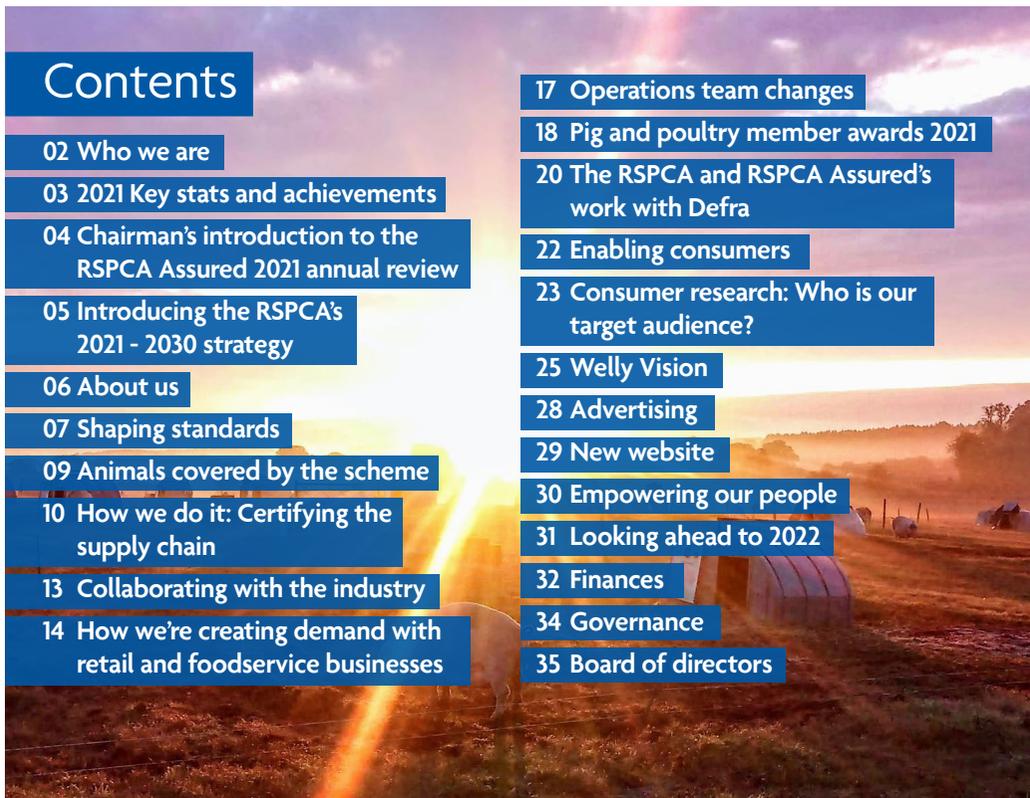
Jenny Simpson

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Rob McGregor



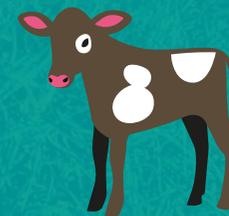
## Who we are

RSPCA Assured (Freedom Food Ltd) is a wholly owned subsidiary of the RSPCA, set up to administer the RSPCA's farm animal welfare labelling scheme.

Freedom Food Ltd is a registered charitable trading company operating in the commercial field of food production from farmed animals. Its role is to promote and apply welfare standards drawn up by the RSPCA through marketing the RSPCA Assured labelling scheme. RSPCA Assured encourages farmers, hauliers, abattoirs and other businesses in the food supply chain to participate, educate and promote awareness with end-users and consumers of food products bearing the RSPCA Assured label.



## 2021 Key stats and achievements



Number of terrestrial animals covered by the scheme: over **26m**

**51%** of laying hens in the UK are now RSPCA Assured



As are **23%** of pigs



And **47%** of turkeys\*



\*Defra turkey stats are only available for England

## Chairman's introduction to the RSPCA Assured 2021 annual review



Welcome to RSPCA Assured's 2021 annual review. As an RSPCA trustee and chairman of RSPCA Assured, I have seen and been involved in some fantastic initiatives for farm animal welfare over the past year.

The RSPCA has a long and proud history at the forefront of animal welfare in England, Wales and internationally. We are ambitious for animal welfare which is why in 2021, we announced bold priorities for the next ten years, which include seeing more than half of all UK farm animals reared to RSPCA welfare standards by 2030.

As the RSPCA's farm animal welfare certification scheme, RSPCA Assured, its members and retail and foodservice partners will play a pivotal role in achieving that target.

And, while the challenges facing people working in the world of food and farming continued in 2021, with Covid 19, Brexit, Avian Influenza and African Swine Flu each presenting their own unique problems, it's been an incredibly productive and positive year.

The popularity of ethical products continued to grow, with sales of RSPCA Assured products increasing by more than 26%, and a record level of shoppers (62%) recognising the RSPCA Assured logo.

Key achievements for us in 2021 included the launch of our pig and poultry member awards, which celebrate farmers who go above and beyond for farm animal welfare, the launch of our fantastic new *Welly Vision* consumer education campaign with TV presenter, Kate Quilton, which is set to continue in 2022. We also launched some exciting new retail partnerships and saw M&S become the retailer with the largest range of RSPCA Assured products on the high street.

I'd like to take this opportunity to thank all the staff at the RSPCA and RSPCA Assured, the hard-working farmers and all members of the scheme, our retail and foodservice partners, suppliers and of course our wonderful supporters, whose support for higher welfare products is so essential to our continued growth and success.

There will undoubtedly be many more challenges ahead but the future of farm animal welfare is progressive and exciting, and we very much look forward to sharing our journey with you.

**David Smith, RSPCA Assured chairman, and RSPCA trustee**

## Introducing the RSPCA's 2021 - 2030 strategy



The world has changed and, we need to change to make sure we can be here for the animals who need us most. So, in 2021 we announced our new ambitious strategy to work together through the RSPCA's 200<sup>th</sup> anniversary, and RSPCA Assured's 30<sup>th</sup>, in 2024 and beyond to create a better world that's kinder to animals.

We're modernising and refocusing to meet the challenges of a rapidly changing world so that we can be here for animals for the next decade and beyond. We have considered where we need to be by 2030 to ensure we build a sustainable, forward-looking RSPCA which focuses our vital work where we can make the most difference to animals.

As a mission-led charity, we're committed to changing the world for the better. Everything we do focuses on achieving our vision 'to live in a world where all animals are respected and treated with compassion'.

Our mission is to ensure that animals have a good life by rescuing and caring for those in need, advocating on behalf of all animals and inspiring everyone to treat them with compassion and respect.

Animal welfare remains at the heart of everything we do. Our new strategy is shaped by these fundamental beliefs that are core to our work:

- That all animals deserve a good life and that their lives are important.
- That animals enrich and improve our lives.
- That animals have emotions, feelings and needs, and that all of us can and should help make a difference and make their lives better.

Our farm animal welfare objective is to see more than half of all the UK's farm animals reared to RSPCA welfare standards by 2030. We'll encourage people to 'eat less, eat better' by encouraging them to consume less meat, fish, eggs and dairy from low-welfare farms and only choose higher-welfare labels.

We can't do it alone. If we're to create a world by 2030 where all animals are respected and treated with kindness and compassion, then we will need government, civil society, businesses, communities, families and individuals to work with us to take animal welfare forward. Together, we can achieve so much more for animals and ensure that good animal welfare is central in our society and globally.

We'll continue to work tirelessly over the next ten years and beyond to rescue and care for animals in need, inspire kindness and compassion towards animals and change attitudes, behaviours and laws.

We have the opportunity to make significant strides forward for animal welfare and, we commit to always being there for animals. We look forward to you joining us on this journey.

**Chris Sherwood, RSPCA Chief Executive**

## About us



Jenny Simpson

We are the RSPCA's farm animal welfare assurance scheme and ethical food label.

Our assessors inspect hatcheries, farms, hauliers and abattoirs to RSPCA welfare standards to ensure that farm animals have been well cared for throughout their lives; from birth to slaughter. We also work with LRQA (formerly Lloyd's Register) assessors to inspect processors and packers and to ensure a full chain of custody for products that carry the RSPCA Assured logo.

The RSPCA's welfare standards cover the whole of an animal's life, from their health and diet to environment and care.

The RSPCA Assured label makes it easy for people to recognise products from animals that had a better life, so they can feel confident and good about their choice.



Alexander Caminada

## Our purpose, vision and aims

### Our charitable purpose

To improve the lives of farm animals, working with the RSPCA to drive change.

### Our vision

For all farm animals to have a good life and humane death.

### Our strategic aims

1. Shaping standards, which are pragmatic but continuously push the boundaries of aspirational farm animal welfare

2. Collaborating with the industry ecosystem to consistently raise the welfare of farm animals

3. Enabling consumers to look for, connect, buy and advocate RSPCA Assured brand and higher welfare animal products

4. Empowering our people and equipping them with the right tools, knowledge and skills to assess and influence effectively

## Shaping standards

### Helping to improve the lives of millions of farm animals

The RSPCA's Farm Animals team works to develop welfare standards for each of the major animal species farmed in the UK. These detailed documents are intended to represent good practice in the care and welfare of farm animals.

They cover every aspect of the animals' lives, including feed and water provision, the environment they live in, how they are managed, health care, transport, and humane slaughter/killing. The standards are designed to ensure that all animals reared according to the requirements have everything they need for a better quality of life, whether they are kept on large or small farms, or in indoor or outdoor production systems.

The standards are written to be achievable, in terms of animal husbandry and commercial viability, and aim to deliver improved animal welfare above and beyond 'standard' or typical UK production.

### What makes RSPCA Assured different?

#### RSPCA Assured:

- Is completely independent of the food and farming industries
- Employs and trains its own assessors
- Has been recognised by the EU funded 'Welfare Quality Project' as one of only two assurance providers dedicated to farm animal welfare in Europe
- Has been recognised by the government's Farm Animal Welfare Committee (FAWC) as a 'higher level' scheme



### A snapshot of what this means for some of the animals covered by the scheme

#### Chickens

- RSPCA Assured never allows the use of genetically faster-growing, lower welfare chickens which are more likely to suffer health and welfare problems
- RSPCA Assured chickens must have natural light.

#### Hens

- RSPCA Assured never allows hens to be kept in cages
- RSPCA Assured hens must have perches.

#### Pigs

- RSPCA Assured never allows pigs to be kept in crates.
- RSPCA Assured never allows pigs to be kept on fully slatted or, bare concrete floors
- RSPCA Assured pigs must always have comfortable bedding to lie on.
- RSPCA Assured pigs must always have straw or other similar materials to root around in.

Alexander Caminada

## The RSPCA's Farm Animals Department: welfare standards and expertise

The RSPCA's Farm Animals Department is a dedicated team of farm animal welfare scientists, each of whom specialises in particular species and issues.

In 2021, the team recruited two new members; Dr Kate Norman, Poultry Senior Scientific Officer, and Aquaculture Senior Scientific Officer, Sean Black.

The farm animal welfare specialists' practical and scientific knowledge, and positive evidence-based approach, is widely recognised and respected. This means they can influence key decision-makers at the highest levels of the food and farming industries and can work closely with governmental and non-governmental bodies, nationally and internationally, for the benefit of farm animals.

One of the roles of the RSPCA's Farm Animals Department is to develop and maintain the RSPCA higher welfare standards for the major farm animal species. There are currently 12 sets of standards, which cover nine farm animal species.



These welfare standards are reviewed and updated regularly. In 2021, the following revisions were made:

- February 2021: Revised salmon standards published with an additional focus on cleaner fish management and care
- March 2021: Revised pig standards published with new wild animal control standards, as well as revisions focusing on pigs' comfort during lairage
- June 2021: Revised dairy cattle standards published with new requirements relating to lameness data collection, calf management and bovine tuberculosis management

In 2022, we plan to review and update the following welfare standards:

- Laying hens
- Turkeys
- Beef cattle
- Veal
- Sheep
- Pigs

Members of the RSPCA Assured certification scheme are assessed against these standards. They are also used by a wide variety of other bodies and individuals in the UK and overseas. In some instances, the standards have also been used by UK and overseas governments and governmental bodies to inform legislation and associated guidance and recommendations.

You can find the full list of RSPCA welfare standards and more about how they are developed on the RSPCA's website: [science.rspca.org.uk](https://science.rspca.org.uk)



## Animals covered by the scheme

	RSPCA Assured 2021 UK animal numbers	Defra 2021 UK** animal numbers	2021 %
Laying Hens	20,668,746	40,567,728*	50.95%
Chickens	1,580,672	126,693,197	1.25%
Turkeys	1,684,537	3,608,000**	46.69%
Beef Cattle	1,002	1,485,282	0.07%
Dairy Cattle	17,571	1,850,042	0.95%
Pigs	1,201,610	5,322,951	22.57%
Sheep	1,891	32,957,022	0.01%
Veal	1,002	1,310,000***	0.08%
<b>TOTAL</b>	<b>25,157,031</b>	<b>213,794,222</b>	<b>11.77%</b>

### Notes on market penetration calculations

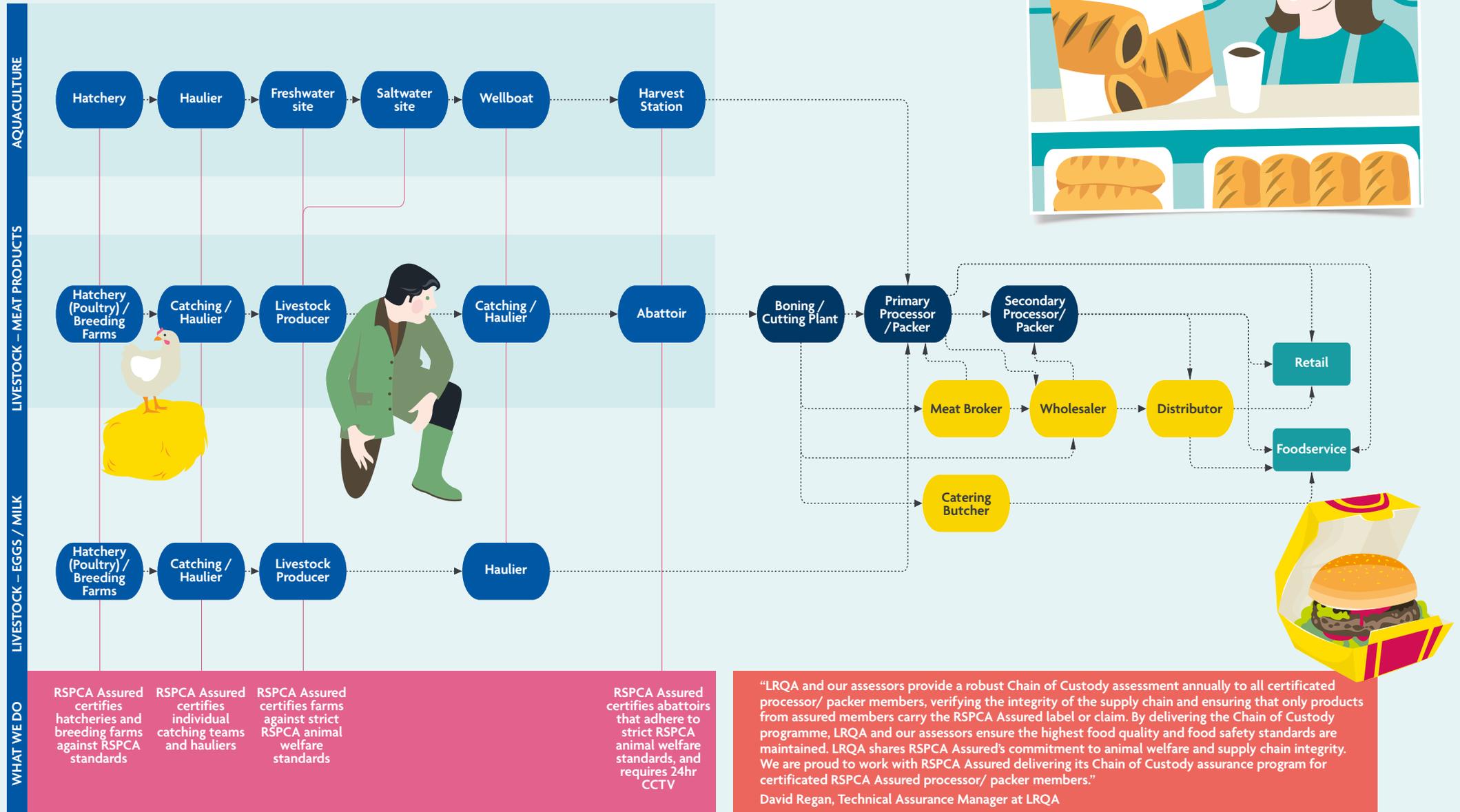
\* The laying hens figure does not include Defra's breeding stock figures; just layers and pullets

\*\* Defra's turkey figure is for England only, however, we currently only have turkey members in England

\*\*\* The veal figure is based on Defra's 'Male cattle less than 1 year' category

Defra does not produce figures for salmon and trout, so we have not included these species.

# How we do it: Certifying the supply chain



## Are you interested in RSPCA Assured certification?

In order to sell your RSPCA Assured product using our registered name or certification mark, every business in the supply chain of that product must:

- Hold a valid certificate of membership of the scheme
- Participate in annual audits/assessments
- Source products from certified RSPCA Assured suppliers

Products must also comply with our Chain of Custody Standards.

[business.rspcaassured.org.uk/chainofcustody](https://business.rspcaassured.org.uk/chainofcustody)

These require members to keep accurate records and provide them when requested, as well as keep RSPCA Assured ingredients and raw materials clearly labelled and segregated to maintain product authenticity.



We have been working closely with industry stakeholders this past year to:

- Ensure product authenticity
- Protect the supply chain
- Maintain brand integrity
- Safeguard consumer confidence

In August, our membership agreement was updated and these changes were communicated to all members of the scheme. These changes included new guidance on timescales for inspections, which were introduced as a result of extensive consumer and industry research, which explicitly called for more frequent (unscheduled) checks of our members.

The membership agreement was also updated to include a new sanctions policy, which we introduced following feedback from our members that we needed to be much clearer on the potential consequences of failing to adhere to the RSPCA's welfare standards or RSPCA Assured's membership agreement.

These additions provide clarity on what we expect from our members, and what they can expect from us. To read them in detail, visit:

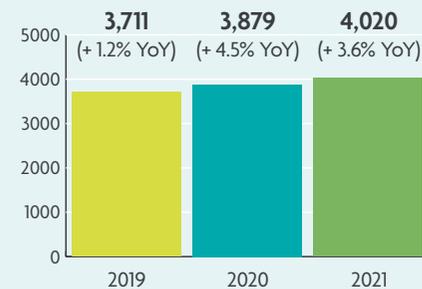
[business.rspcaassured.org.uk/join-us/](https://business.rspcaassured.org.uk/join-us/)

## Collaborating with the industry

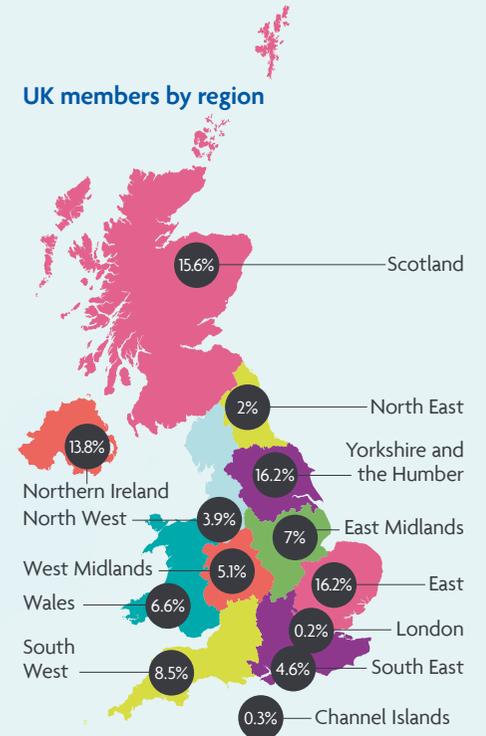


We collaborate and work with numerous individuals and organisations to advance higher welfare farming practices. This includes producers, government and NGOs, academics, other welfare organisations, charities, retailers, processors, packers and foodservice businesses; encouraging the promotion and sourcing of RSPCA Assured products.

### Scheme members



### UK members by region



# How we're creating demand with retail and foodservice businesses



Rob McGregor

Customer demand for higher welfare products is higher than ever, demonstrated by our record-breaking growth in licence fee income in 2021.



The RSPCA's new strategy, announced in 2021, includes the ambition for half of all UK farm animals to be reared to RSPCA welfare standards by 2030. RSPCA Assured is working to influence the retail and foodservice sectors to help achieve this target.

To best position us to deliver this objective, and in response to a shift in relationships and ways of working between businesses and NGOs, we restructured our commercial department in late 2020. This has given us a renewed focus on working in partnership with brands and retailers.

In 2021 we launched RSPCA Assured's partnerships department, which is responsible for growing demand for higher welfare products amongst retail and foodservice businesses and supporting them on their journey towards higher welfare sourcing. We have already seen the success of this approach with our record-breaking growth in license fee income (+ 26.5% YoY), as well as increased interaction and input from brands and retailers into our work.

## Retail

Retail continues to be the main outlet for RSPCA Assured products, with own-brand label and branded RSPCA Assured products available in all major UK retailers.

Contributing to our 2021 growth were a number of significant commitments made by our retail partners. These included **Tesco** moving 100-percent of its free-range and barn eggs to RSPCA Assured and **Waitrose & Partners** committing to sourcing all of its farmed salmon and trout from RSPCA Assured producers. We also had continued growth across many of our long-standing partners including our **largest partner Sainsbury's, Asda, Co-op** and **Lidl**, and strong sales from some of our newer partners, such as **Amazon**.

**M&S** increased its range of RSPCA Assured products considerably, and now has the **widest range** of RSPCA Assured products on the high street. It moved 100-percent of its British pork, eggs, farmed salmon and trout to the scheme in April 2021. It also added the RSPCA Assured logo to its Oakham Gold chicken, and later in the year announced a market-leading commitment to move 100% of its chicken to RSPCA Assured by Autumn 2022, delivering on its pledge to the **Better Chicken Commitment** four years ahead of schedule.

There was growth across all product types in 2021, highlighting increased customer demand for higher welfare products. **Chicken** was a key area for growth with a 30% increase in sales year on year. Sales of **salmon** also grew considerably with a growth of over 40% and **pork** sales up by a third – driven by demand for sausages as barbecuing and outdoor socialising grew in popularity with the easing of lockdown restrictions. Other categories remained strong including **eggs** and **Christmas turkeys**.



Jenny Simpson

## Foodservice

In contrast to retail, few foodservice companies highlight the origin or welfare conditions of the farm animals in their supply chain, making it a key target area for RSPCA Assured growth.

We have been present in the foodservice sector for a number of years, most notably through our sourcing partnership with **McDonald's**, which continues to be one of our largest partners, as well as other brands such as **The Restaurant Group** and **Wetherspoons**.

2021 was a very difficult year for restaurants and the foodservice sector, which were only able to reopen fully in July. As the sector recovers, we are focusing on raising our profile, and in 2021 commissioned a report with **Footprint**, the sustainability publication for the Foodservice sector, entitled “**A Caterer's Guide To Better Meat**”.

[foodservicefootprint.com/a-caterers-guide-to-better-meat/](https://foodservicefootprint.com/a-caterers-guide-to-better-meat/)

The report included input from numerous stakeholders such as **CIWF** and **WWF**, as well as many foodservice businesses. It sought to clearly define “better meat”, identify barriers to its sourcing, and propose solutions to these. The report was Footprint's most downloaded report ever, demonstrating the demand from the foodservice sector for information on this topic.

One of the barriers identified in the report was product availability and access to supplier information and, as a result, the partnerships team worked with our processors and other suppliers, to compile our first **RSPCA Assured Supplier Directory**, which can be found here: [business.rspcaassured.org.uk/supplier-guide/](https://business.rspcaassured.org.uk/supplier-guide/)



## Operations team changes



Scottish Sea Farms

The operations team, made up of membership services, finance, IT and digital transformation, had a hugely successful and busy 2021.

Membership services team roles were restructured with both our members and internal service users in mind, allowing us to deliver an even better service than before.

The finance and membership services teams have both been undertaking lots of training and testing ready for the 2022 launch of our new digital systems, supported by the IT and digital transformation teams.

These will bring Salesforce and a new financial management system online and enabled a slicker and more effective member experience, as well as relieving the teams of administrative tasks that have become automated.



## Pig and poultry member awards 2021

Jenny Simpson



2021 saw our RSPCA Assured member awards for pig and poultry members, where we were very pleased to recognise those members who go above and beyond for their animals. This includes members who:

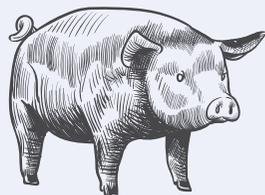
- Exceed the RSPCA standards and/or expectations to help improve farm animal welfare
- Are proactive in engaging and educating others about higher farm animal welfare, and/or;
- Demonstrate consistent dedication to caring for the environment and animals in general through sustainability efforts



### How did it work?

The RSPCA Assured assessors and RSPCA Farm livestock officers worked hard over the space of two years, nominating our pig and poultry members for these awards. The nominations were then shortlisted and submitted to a panel of three independent judges to select the final winners.

Our special thanks go to Professor David Main (Veterinary Surgeon and Professor of Production, Animal Health and Welfare at the Royal Agriculture University), Dr Zoe Davies (Chief Executive of the National Pig Association), and Andrew Joret (Chair of the British Egg Industry Council, and of the Lion Technical Committee), for their part in judging the lucky winners.



## RSPCA ASSURED PIG & POULTRY AWARDS 2021

### WINNERS



### Who won?

From a shortlist of 41 members, our judges selected the following winners:

#### PIGS

*Excellence in Higher Farm Animal Welfare* - Ben Thompsett, East Anglia

*Excellence in the Education of Higher Farm Animal Welfare* - Cameron Naughton, Wiltshire

*Excellence in Sustainability and Higher Farm Animal Welfare* - Callum Weir, Cambridgeshire

*Outstanding Contribution to Pig Welfare* - Mark Jagger, East Anglia

#### POULTRY

*Excellence in Higher Farm Animal Welfare* - Michael Rutherford, Northumberland

*Excellence in the Education of Higher Farm Animal Welfare* - Patrick Lynn, Nottinghamshire

*Excellence in Sustainability and Higher Farm Animal Welfare* - Clive and Elizabeth Patrick, Lincolnshire

*Outstanding Contribution to Poultry Welfare* - Roger Gill, Cumbria

Congratulations to all our winners! You can read more on our website: [rspcaassured.org.uk/PandP2021winners](https://rspcaassured.org.uk/PandP2021winners)



### What's next?

RSPCA Assured is proud of the members of its scheme. We work with all our members to ensure the highest standards of farm animal welfare and we hope to continue our awards programme in 2023.

## The RSPCA and RSPCA Assured's work with Defra



Green Label Poultry

Throughout 2021 both RSPCA Assured and colleagues from the RSPCA's Farm Animals Department attended regular stakeholder meetings and workshops with Defra. These were in regards to grants for schemes focused on animal health and welfare (which is part of the Animal Health and Welfare Pathway), and on earned recognition payments by results, trials for which are commencing in 2022.

## Aquaculture education initiative

We believe education is of vital importance to improving animal welfare, so our aquaculture manager, Malcolm Johnstone has worked closely with agricultural and veterinary colleges and universities to deliver aquaculture presentations and welfare training. In 2021, Malcolm worked with Aberdeen University, SAMS college, the Scottish Aquaculture Innovation Centre, Stirling University, Stirling Aquaculture Centre, Swansea University and Code of Good Practice for Scottish Finfish Aquaculture members.

These training sessions and presentations revolved around a number of topics; from cleaner fish welfare, to environmental issues and the welfare implications of different equipment. They are open not only to students but to people working in the industry and other interested parties, such as vets, retailers and other welfare organisations including Eurogroup for Animals.

In addition, a paper titled 'Addressing the welfare needs of farmed lumpfish: Knowledge gaps, challenges and solutions', which Malcolm Johnstone contributed to, was published this year in Reviews in Aquaculture.



## Positive welfare frameworks

In 2021, RSPCA Assured was one of the partners chosen to collaborate with Bristol Veterinary School for its Innovation Fellowship Project, 'Assessing Opportunities for Positive Welfare in Farm Assurance Schemes'.

The aim of the project is to progress the UK Farm Animal Welfare Committee's aspiration that 'all farmed animals are given a good life'; something that RSPCA Assured has been striving toward for almost 30 years.

To make this aspiration measurable, species-specific Frameworks are being developed to run in tandem with existing assurance schemes' assessment processes, which will quantify the quality of farmed animals' lives.

Between March and September 2021, we piloted the 'Pig Framework' assessment model on a small percentage of our pig members' farms. These Frameworks were completed alongside our annual on-farm assessments. The results we gathered, along with feedback for ways to improve the process, were gratefully received by the researchers.

Our participation in this project demonstrates our commitment to implementing research findings into our practices. We have always taken a scientific approach to improving animal welfare and believe that by working closely with researchers, we can continue to improve the lives of farm animals.

We will continue this collaboration and hope to pilot further frameworks in 2022.



Rob McGregor

## Enabling consumers

“Demand for higher welfare products from customers has never been higher, and they want reassurance that animals have had a better quality of life. For our customers, the RSPCA Assured label gives them that confidence, which is why we expanded our range in 2021 and now have the widest range of RSPCA Assured products of any UK retailer.”

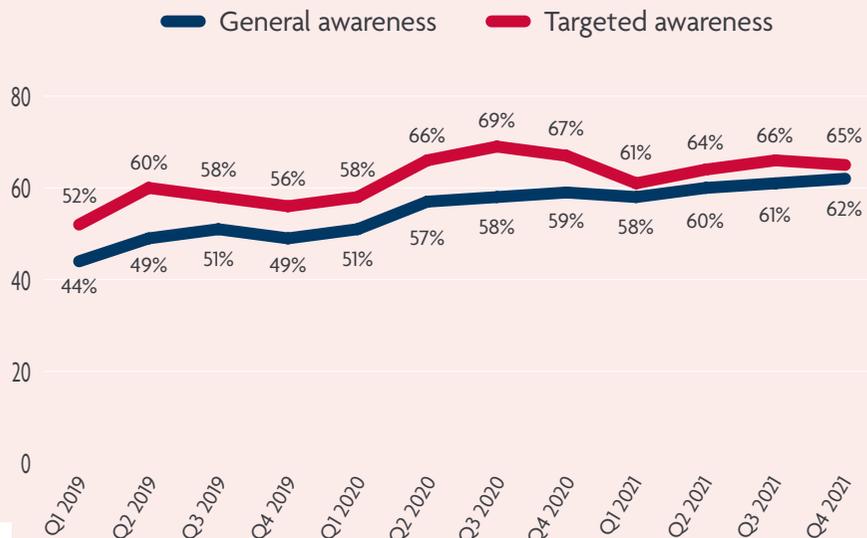
Steve McLean, Head of Agriculture and Fisheries, M&S Food

Our marketing activity in 2021 focused on raising awareness of the challenges of farming animals for food, in order to promote higher welfare farming and drive demand for RSPCA Assured products. This included a new educational campaign and video series called *Welly Vision*, with seasonal promotional activity revolving around product peaks, such as turkey at Christmas or eggs on pancake day.

RSPCA Assured continues to see high levels of trust and likeliness-to-buy in 2021 with 70% of consumers saying they trust or completely trust the label, and 65% either likely or extremely likely to choose labelled products.

Awareness of the brand name and logo has also increased steadily amongst both the general public and our target audience.

### General awareness and Targeted awareness



## Consumer research: Who is our target audience?



Working with research agencies, we've segmented UK consumers into six groups based on their diets and attitudes to farm animal welfare.

- **Cutting out:** Those who have cut out some or all animal protein from their diets (such as vegetarians, pescetarians and vegans)
- **Cutting down:** Those who are reducing the amount of animal protein they consume for a number of reasons
- **Considering cutting:** Those who are thinking about cutting down but have not taken the first step
- **Unconcerned omnivores:** Those who are aware of animal welfare issues but are not changing what they eat because they are uninterested
- **Neutral omnivores:** Those who are not cutting down because they might be unaware of or ambivalent about animal welfare issues
- **Concerned omnivores:** Those who are not cutting down because they enjoy what they eat but are trading up to higher welfare options

Of these six groups, we have identified two as primary target segments for RSPCA Assured. These are;

- **Cutting Down**
- **Considering Cutting**

All our advertising and consumer marketing activities will be primarily targeted at these groups from now on. Want to find out what makes these people tick? Take a look.

### Demographics: Cutting Down

**Age:** 29  
**Gender:** Female  
**Location:** London  
**Shop:** Morrisons and M&S



**Family:** No children  
**Industry:** Education  
**Diet:** replacing meat and dairy with poultry, fish, eggs and plant based alternatives  
**Interests:** puzzles, video games, arts and crafts, tabletop games, photography and playing music  
**Social media:** Facebook and YouTube  
**Television:** Sky News, ITV, Sky Sports, ITV 4, More4, Channel 4, sport and food/lifestyle

### Demographics: Considering Cutting

**Age:** 34  
**Gender:** Female  
**Location:** South East  
**Shop:** Morrisons, Co-op, a mix of in-store and online



**Family:** Two children aged 7 – 10  
**Occupation:** IT  
**Diet:** replacing some red meat with poultry, fish and plant based alternatives  
**Interests:** listening to music, walking, gardening and travelling  
**Social media:** Facebook and YouTube  
**Television:** Sky News, ITV, Sky 1, ITV3, ITV 2, Channel 4, childrens, food and lifestyle

## Welly Vision

**Kate Quilton on 'conscious eating', working with RSPCA Assured, and the true cost of food**

# WELLY VISION

*Welly Vision* is a new web series which we launched in 2021 on Youtube, and supported by TV advertising. The series is designed to give people a 'boots-on-the-ground view' of life on RSPCA Assured-certified farms. It's brilliantly presented by Kate Quilton, a food campaigner and journalist, who presents Channel 4's *Food Unwrapped*. For *Welly Vision*, Kate visits farms and talks to farmers and RSPCA Assured staff to explore the challenges of rearing animals for food in the UK. We caught up with her to find out more.

### Why is the RSPCA Assured message so important?

I've been a lifelong supporter of the RSPCA and while I hadn't worked with RSPCA Assured before now, my day job is to know about food labels, so I'm very aware of the important work it does and what it stands for. So long as animals are farmed for food, someone needs to be looking out for their welfare and making sure that they are treated with compassion and respect.

I've always believed that eating meat and fish should be a conscious and informed decision. If we choose to eat these things, we must be aware that they've come from a living, breathing, creature. It's so important for people who eat meat, fish, eggs and dairy to know what goes into producing their food before it hits their plate, from birth to slaughter.

We've got to be more curious about where our food comes from. That's what *Welly Vision* is all about.

So far, we've visited a pig farm where we explored the challenges of rearing pigs to higher welfare standards, and an organic laying-hen farm, where we looked at the surprising ethical issues around eating eggs. And we have plans to visit more farms in 2022, which I'm really looking forward to.



**“I have always believed that eating meat and fish should be a conscious and informed decision”**

### What have been your big takeaways from working on the series?

I've been impressed to see how the people at RSPCA Assured practise what they preach and live their own values. From only permitting vegan and higher welfare food on our shoots (something I wish all my projects would do!) to having welfare experts on-site to monitor the animals being filmed. Everyone I met was so passionate about what they do. The whole team is incredibly informed, knowledgeable and honest; it's inspiring to be around.



The farmers were amazing too. My career has taken me all around the world and I've visited hundreds of farms, but getting under the bonnet of these gold-standard British farms has been an unforgettable experience.

### What's the one thing you wish more people knew about food and farming?

Our choices can make a huge difference and I think it's vital that people eat less and better meat, which is something that the RSPCA strongly supports.

There are a lot of misconceptions about farming and while the process can seem romantic, people need to see the blood, sweat and tears that go into producing food. Society-wise, we've all become hugely detached from where our food comes from. Whether you're buying your meat in a supermarket or at the click of a button, it's such a sanitised experience that it can be easy to forget that an animal has died for that product to exist.

In an ideal world, I'd love people to spend a day in a farmer's wellies to understand the pressures they face but, of course, that isn't feasible. That's why something like *Welly Vision* is so important. Without understanding the true cost of our food, not just in terms of time and money but the passion, dedication and sacrifice that goes into it, how can we make informed choices?

I think if we all eat a little less meat and choose to eat better, higher welfare and more sustainable options that we pay a little more for, the world will be a better place.

**“People would be shocked to know that 35% of the eggs produced in the UK come from caged hens”**



Something that we discuss in the laying-hen episode of *Welly Vision*, that not many people seem to realise, is just how many hens are still kept in cages in the UK. Even those of us who make a point of buying free-range and organic eggs often don't realise that eggs from caged hens are still being used as an ingredient in other household items, from cakes, pasta and mayonnaise to ice cream, wine and hair conditioner. At least 35% of the eggs produced in the UK come from hens that are kept in cages – that's more than 16 million chickens.

But there is good news that it's important to pass on, too. For instance, in February, Defra announced a subsidy scheme that will see farmers incentivised for improving the welfare of billions of farm animals in England. It's a big step towards the RSPCA's goal of at least half of all farm animals being reared to its high standards by 2030.

### What kind of diet do you follow?

I've always been a believer in experiencing things first-hand to truly get under the skin of a topic. As a student, I broke a 14-year stint of not eating meat to take part in an experiment for my university newspaper, where I ate nothing but kebabs for a week (our student version of *Super Size Me*). It was a pretty rough experience for me personally but the article started conversations and we were able to expose what went into those kebabs.

When we're filming *Food Unwrapped*, it's important to really immerse myself in what I'm investigating, so you'll see me eating things like factory-farmed beef or kangaroo meat. But my personal diet, since I was at least five years old, has been mostly pescatarian and plant-based, with very occasional higher welfare meat.

At home, we buy a chicken once a month from our next-door neighbour and we have oily fish every week because it's high in omega-3 essential fatty acids, important for my toddler's development. Across the board, I look for higher welfare labels like free-range, organic and RSPCA Assured.

Find out what you can do to end the cage age in the UK here:

[rspca.org.uk/endthecage](https://rspca.org.uk/endthecage)

[rspcaassured.org.uk/welly-vision](https://rspcaassured.org.uk/welly-vision)

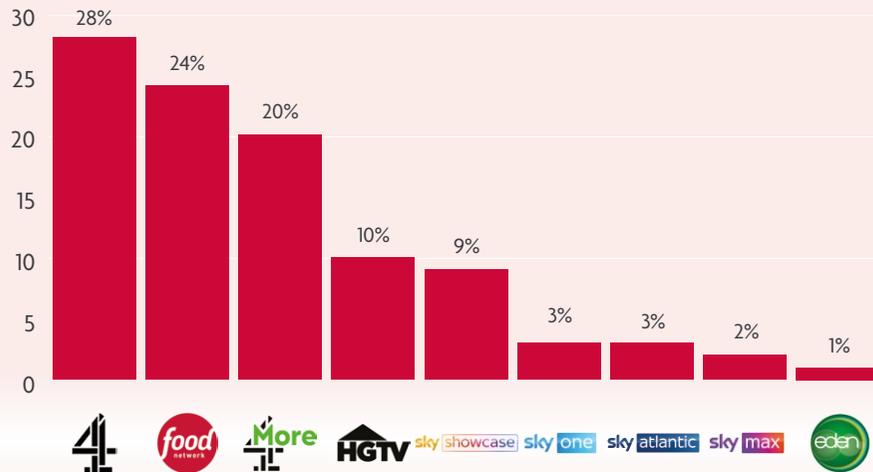
YouTube Welly Vision playlist [bit.ly/3wTtWo0](https://bit.ly/3wTtWo0)



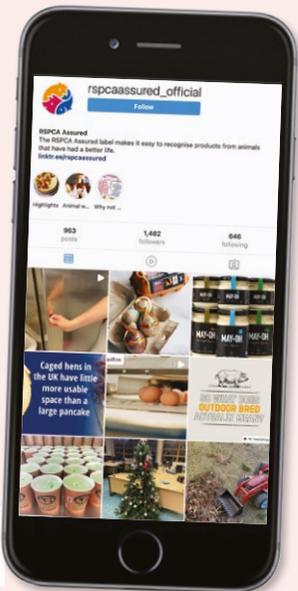
## Advertising

**TV advertising coverage** (including live and on-demand): 10.3m views, with an average OTS (opportunity to see) of two per person.

**TV coverage by channel:**



**Paid social media delivery:**



**9.3m**  
impressions

**2.7m**  
views

**£0.02**  
cost per view

**1.9m**  
completed views

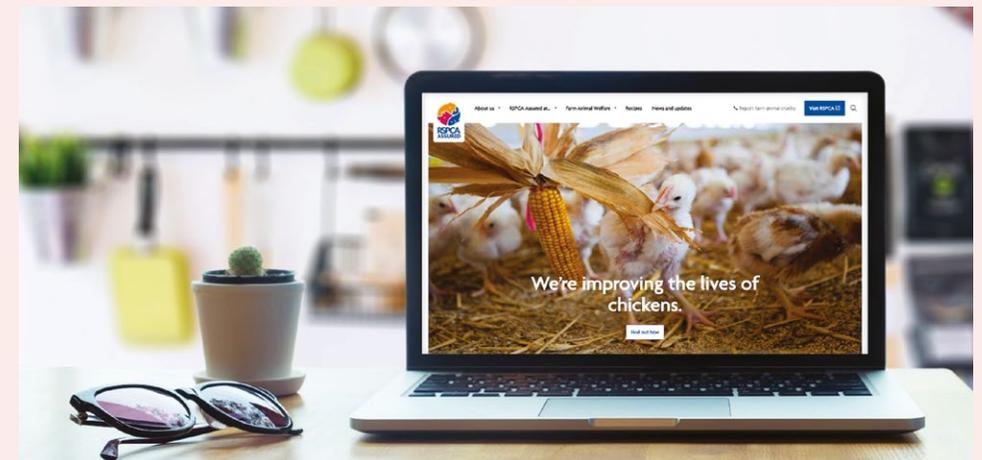
**87k**  
clicks

## New website

**In 2021, we launched a new website in a major push to further boost consumer awareness and trust of the brand, as well as to better promote the importance of choosing RSPCA Assured products to help improve farm animal welfare.**

Boasting easier navigation, the more user-friendly website has an abundance of new interactive and informative features.

Popular content from the old website has also been revamped for the new-look site, including recipes, features on RSPCA Assured members and the latest news.



**“We decided the time was right to refresh and relaunch our website for two reasons. Firstly, the results of our consumer research which showed that customers really want to know more about how RSPCA Assured works and why they should trust us. And secondly, to meet the changing trends in the way people access information on the internet.**

**“Last year 60% of visitors to the website accessed it via mobile so, with this in mind, not only have we made it easier to find what you are looking for but we have also designed it with mobile browsing in mind. We hope this means we will reach our target of 250,000 hits this year.”**

**Jodie Adam, digital communications manager, RSPCA Assured**

## Empowering our people

Rob McGregor

“We’re committed to seeing an increase in higher welfare farming and an end to intensive farming. As we embark on this pivotal year, I really look forward to continuing to work in partnership, to achieve a vision that is shared by many across the food and farming sector.”  
Emma Slawinski, director of advocacy and policy, RSPCA

In 2022, we will launch a new transformation programme of RSPCA Assured. This is made up of three projects and five work streams that will deliver the recommendations from a strategic review that was conducted by external consultants in 2021.

The projects cover three key areas: shaping standards, organisational success, and organisation connectivity between the RSPCA and RSPCA Assured.

### Shaping standards

The shaping standards project will review how the RSPCA’s standards are developed and introduced, making sure we are leading the way on animal welfare, whilst still being pragmatic.

### Organisational success

The organisational success project will look at: our governance (board), roles and responsibilities (including farm livestock officers), human resources and social responsibility.

### Organisational connectivity

The organisational connectivity project will look at internal awareness of RSPCA Assured, project ownership and collaboration, as well as IT and legal support.



## Assessor app development

Throughout 2021 we have been working hard on a new membership management system to replace our current outdated system. And we are well on track to launch this new system this summer.

Our vision for the system is to save both our staff and members time by streamlining processes and delivering improved reporting capabilities to help us keep our teams and stakeholders better informed.

We have also been working on a companion app to our Salesforce system, which will allow assessors to complete their checklists electronically. However, this will come later in 2022, after the initial launch.

Our hope is that the app will reduce the time our assessors spend writing reports and instead allow them to spend more time with our members and their animals.



## Looking ahead to 2022

2022 will be a pivotal year for farm animal welfare as the post-Brexit period sees the UK making international free trade agreements that have the potential to safeguard or undermine farm animal welfare. This could see the biggest change in agriculture for 45 years and we want to ensure we are doing our absolute best for farm animals.

In 2022, the RSPCA will:

1. **Drive a programme of transformation** through the RSPCA Assured scheme.
2. Continue to drive change through the ongoing publication of **revised and updated farm animal standards** for the major species.
3. Continue to push hard for a **ban on non-stun slaughter**.
4. **Raise awareness that antibiotic resistance is a ‘ticking time bomb’** in intensively farmed animals and one of the biggest threats to human and animal health.
5. Urge retailers to sign-up to the **Better Chicken Commitment** to ensure higher welfare chicken can be found on our supermarket shelves.
6. Push for government action on **better labelling of animal products, subsidies to support higher welfare farming, and ensuring the ban on the live export of animals for fattening and slaughter is implemented in full**.
7. Call for government policies and public behaviour change towards **‘less and better’ consumption and production of animal products**.

## Finances



Jenny Simpson

We are a charity and not-for-profit so the licence fee (or 'levy') and other membership fees help cover the cost of inspections. These fees, along with occasional donations, are our only source of income and every penny is reinvested back into the scheme to promote higher animal welfare, conduct research and improve the lives of farm animals.

### Statement of financial activities

Year ended 31 December 2020	2021	2020	2019
<b>Income from:</b>			
Donations		£0	£380,000
Charitable activities	£4,517,553	£3,627,008	£3,336,150
Other trading activities	£7,003	£11,970	£3,756
Investments	£182	£992	£2,057
<b>Total income</b>	<b>£4,524,738</b>	<b>£3,639,970</b>	<b>£3,721,963</b>
<b>Expenditure on:</b>			
Charitable activities	<b>£3,810,340</b>	<b>£3,509,500</b>	£3,719,906
<b>Net movement in funds</b>	<b>£714,398</b>	<b>£130,470</b>	£2,057
<b>Reconciliation of funds:</b>			
Funds brought forward at 1 January 2020	<b>£1,523,261</b>	<b>£1,392,791</b>	£1,390,734
<b>Funds carried forward at 31 December 2020</b>	<b>£2,237,659</b>	<b>£1,523,261</b>	£1,392,791



Susie Macmillan

All amounts relate to continuing operations. All gains and losses recognised in the current and preceding financial year are included in the statement of financial activities. This incorporates the income and expenditure account. All amounts relate to unrestricted funds.

## Looking ahead to 2022

Although the 2022 budget is anticipating a £323k deficit, at the operating level there is a small deficit of £3k. The overall deficit is due to the Transformation Project which will strengthen in the long run the sustainability of RSPCA Assured.

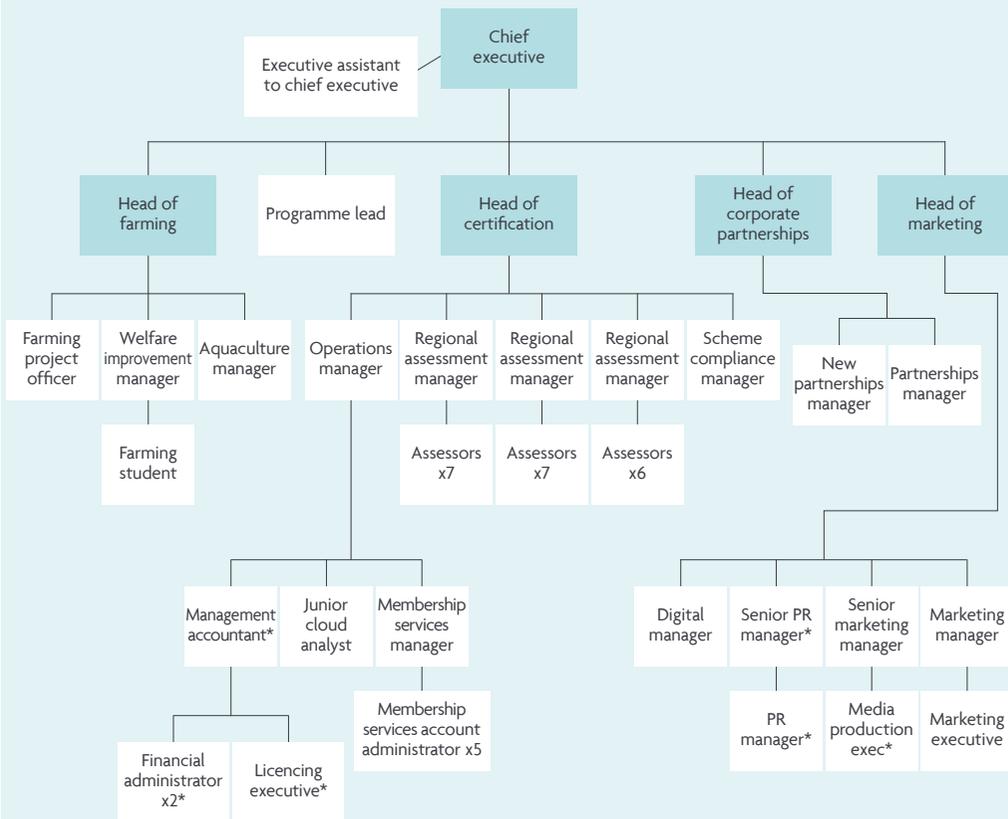
The principal uncertainty currently facing the charity is the economic impact of rising prices of fertiliser, animal feed and fuel; and labour shortages.

This uncertainty is accentuated by the global political events in Russia and Ukraine. It is anticipated that the price of fertiliser will further increase in response to the conflict as Ukraine and Russia are leading global producers of fertiliser. The effects of this could be seen on a global scale, with the general public-facing increased prices as farmers and supermarkets respond to the higher costs they face.



Green Label Poultry

# Governance



# Board of directors



Our board of directors consists of three non-executives and four RSPCA board members. It is chaired by David Smith and vice-chaired by Rene Olivieri. Our term limit for board members is three terms, each consisting of three years.

Name	Role	Date of appointment	Max-term ends
David Smith	Chair/RSPCA Board Member	21 November 2019	2028
Rene Olivieri	Vice-Chair (RSPCA Board Member)	21 November 2019	2028
David Main	Non-Exec Board Member	17 June 2021	2029
Madeline Crawley	Non-Exec Board Member	5 June 2018	2026
Ruth Layton	Non-Exec Board Member	3 July 2020	2028





www.phdesignsteam.com

Freedom Food is a wholly-owned subsidiary of the RSPCA, set up to administer the RSPCA's farm animal welfare labelling scheme, RSPCA Assured.

Freedom Food Ltd is a registered charitable trading company operating in the commercial field of food production from farmed animals. Its role is to promote and apply welfare standards drawn up by the RSPCA through marketing the RSPCA Assured labelling scheme. RSPCA Assured encourages farmers, hauliers, abattoirs and other businesses in the food supply chain to participate, educate and promote awareness with end-users and consumers of food products bearing the RSPCA Assured certification mark.

Registered Office: RSPCA Assured, Wilberforce Way, Southwater, Horsham, RH13 9RS  
[www.rspcaassured.org.uk](http://www.rspcaassured.org.uk) 01403 286170 [help@rspcaassured.org.uk](mailto:help@rspcaassured.org.uk)  
Company No. 2723670 Charity Registered in England & Wales 1059879 and Scotland SC038199