

Latest News from RSPCA Assured

[View this email in your browser](#)

# Your update

from RSPCA Assured



## The CO2 shortage: our response

By Clive Brazier, Chief Executive

**The CO2 shortage is a concerning issue for all of us, including our members.**

This is an extremely worrying and challenging time for the whole of the pig and poultry industry. We welcome the Government's announcement that it is taking steps to address the issue, but urge them to work urgently with the farming community to ensure they have enough supplies of CO2. Any delays could seriously risk large-scale animal suffering.

We are doing - and will continue to do - all we can to support RSPCA Assured members and help them maintain their scheme certification, to ensure the welfare of their animals.

We have written to them asking to be contacted as soon as possible for support and advice if they have any concerns about meeting the RSPCA standards.

We will continue to monitor the situation and liaise with our members, DEFRA and other key stakeholders.



## Welly Vision: Pork labelling and pig behaviour

By Xenia Kingsley, Senior Marketing Manager

**The Welly Vision campaign kicked off last month with a brilliant 10-minute micro-documentary focusing on pigs, supported by TV advertising. The video is aimed at people who eat bacon, sausages or other pork products, or who are interested in finding out more about pig farming.**

Our first paid social burst resulted in 3M impressions, over 647K views and 24K clicks. The teaser trailer received over 515k views on YouTube, and the television ad was aired to a potential audience of upwards of 8M.

But our Welly Vision campaign doesn't stop there! The second burst of TV (and video on demand) ads for the pig creative is currently live, and there are two further shorter videos that you can view on our website and on YouTube.

Food campaigner and presenter, Kate Quilton, delved into how pigs express their natural behaviour in [this 3-minute clip](#) and there is also a [clip on the labelling of pork products](#) to clarify to consumers what different rearing methods and labels mean.

And as if that weren't enough, phase two, which focuses on laying hen welfare, is set to kick off next month! So keep your eyes peeled.

To recap all things Welly Vision, click [here](#).

From this



To this



## How did RSPCA Assured start?

By Jodie Adam, Digital Communications Manager

**RSPCA Assured - originally Freedom Food - has now been helping improve the lives of farm animals for more than a quarter of a century. In that time, we've started working with some of the UK's biggest food retailers.**

[Here](#) we look back over some of the most significant events and developments of the first twenty-five years.

And we want to take the opportunity to say thank you to all our food industry partners for becoming a part of this incredible journey.

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.rspcaassured.org.uk](http://www.rspcaassured.org.uk) t. 01403 286170 e. [help@rspcaassured.org.uk](mailto: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

