

Your update

from RSPCA Assured



RSPCA Assured 2020 annual review

By Xenia Kingsley, Marketing Manager

In our 2020 annual review, we look back at an incomparably challenging period. Between Covid, Avian Influenza, African Swine Flu and Brexit, it could have been a very different year for our staff, members, suppliers and partners. But despite these obstacles, we worked together to achieve some great successes.

These included the introduction of more products featuring the mark and more animals covered by the scheme. We also welcomed new colleagues to the team and developed new ways of working.

To read the full review, please [click here](#).



M&S launch new range of RSPCA Assured products

By Rebecca Lenik, PR Manager

We're so pleased to announce that Marks & Spencer is now expanding its RSPCA Assured range to include all fresh eggs, pork, farmed salmon and farmed trout, Oakham Gold chicken and milk.

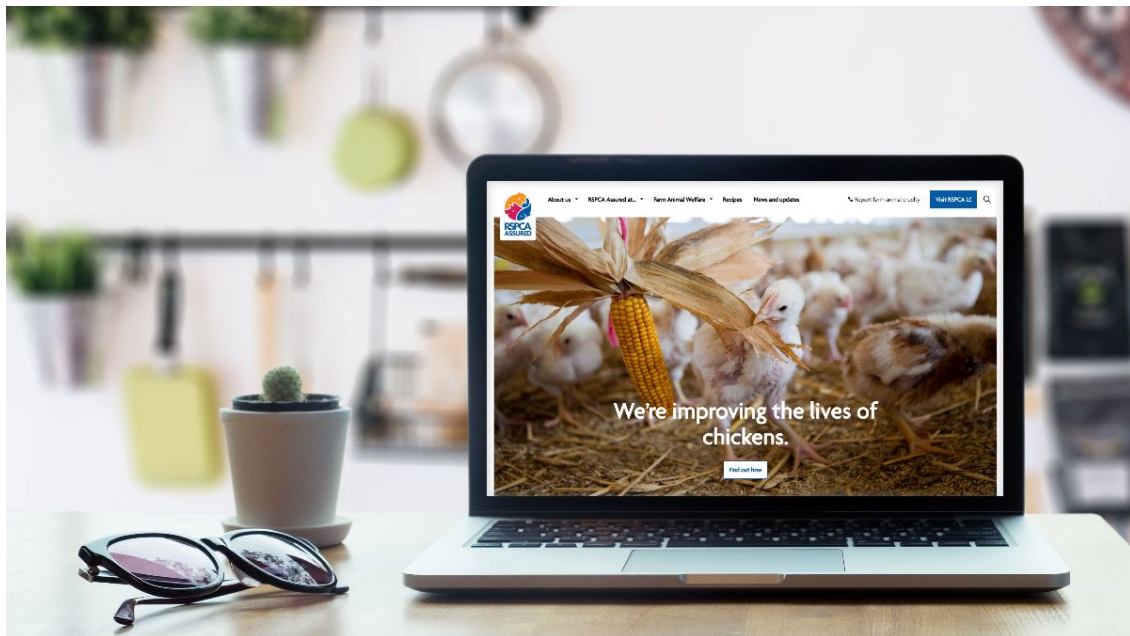
In 2017, M&S became the first retailer to offer RSPCA Assured milk and is still the only retailer to offer 100% RSPCA Assured milk to customers.

Our Head of Farming, Joe Bailey, states:

"We're delighted that M&S is leading the way in committing to stocking the widest range of RSPCA Assured products of any UK retailer. We know customers recognise and trust the RSPCA Assured logo and standards as it helps them to make better choices on their weekly shop.

Following on from milk, there are now hundreds of higher welfare options available to M&S customers – from eggs and sausages to salmon. And not only is it good news for shoppers but animals as well. M&S's commitment to RSPCA Assured means many millions of farm animals will benefit from being cared for to strict RSPCA welfare standards."

[Find out more.](#)



Our brand new website has launched

By Jodie Adam, Digital Communications Manager

Over the past few months, we have been working on a [new consumer website](#) for RSPCA Assured and we're pleased to announce it is now live!

The decision to launch a new website was built off the back of the consumer trust research we carried out in 2019 and 2020. In short, the aim of the new website is to convey to the consumer more clearly who RSPCA Assured is and what the scheme is about.

Numerous benefits come with this new-look site, including:

- **More transparent content** such as how we're funded and how we tackle primary welfare concerns
- **A simpler 'where-to-buy' tool** that is significantly more user-friendly
- **Fewer click-throughs**, making it easier for visitors to navigate through our online content
- **Clear links to our new policies** on plastic packaging, soy and palm oil
- Over the coming months, **the site will become even more engaging with** the addition of lots **more infographics and video content**.

Please [take a look](#). We welcome any feedback you may have - just email us.

Membership agreement amendments

By Neil Scott, Head of Certification

This month we have written to all of our members in your supply chains to let them know that we have made some amendments to our membership agreement. These amendments will come into force on Monday 5 July 2021 and are part of a number of ongoing improvements we are making to our policies and procedures.

After extensive research and other feedback from both industry and consumers, we feel such measures are necessary to meet the growing demands and expectations of supply chains and their customers. These changes will better protect our members, their animals and their reputation. For this reason, we hope you will work with us and support our efforts to best protect the integrity of the label and ensure its continued value for all of our stakeholders.

You can find the summary of changes and a full copy of our new membership agreement [here](#).

There are also further details of our sanctions guidelines [here](#).

If you have any questions, please do not hesitate to get in touch via help@rspcaassured.org.uk. Thank you for your continued support.

[Return to assessments](#)

By Neil Scott, Head of Certification

We have worked very hard over the last year to ensure our members and their supply chains were able to maintain continued certification. And with the support of you, our stakeholders, and of course our members we have achieved this with little or no disruption to supply.

However, as the UK Government and devolved administrations move to cautiously unlock the country, we must plan to return to physical visits to all farms and units. We created the temporary virtual assessment process as a direct response to the unprecedented situation we have all found ourselves trying to navigate over the last year. Our supporters, supply chain partners and members have been very understanding of the fact that not all certificates were able to be verified in person during the national pandemic response.

Fortunately many of our members were still able to accommodate in person assessments, and our Assessors used the 'Contactless protocol' that was devised in Spring 2020 to protect the health of all concerned. In fact, almost 75% of our assessments in 2020 were conducted in person, which is testament to both the hard work of our Assessors and the importance those farms in your supply chains place on our visits.

As we move through the [Government's COVID-19 response Spring roadmap](#), we must now plan to ensure that our certificates can be verified in person. Our stakeholders, supporters and your consumers expect it.

[This graphic](#) highlights how we will be achieving this, and you will see that all dates are in line with the current UK and devolved administration planning. We will of course continue to monitor the roadmap as we progress along it.

It is also very important to note that even when all legal limits on social contact are lifted, our team of Assessors will continue to conduct all visits using our extensive '[contactless assessment protocol](#)'.

We thank you for your continued support in our efforts to minimise disruption to your supply chains.

Best wishes,

RSPCA Assured

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