

Latest News from RSPCA Assured

[View this email in your browser](#)

Your update

from RSPCA Assured



Welcome to Welly Vision!

By Xenia Kingsley, Marketing Manager

We're very excited to announce the launch of our new online series; Welly Vision, with food journalist, campaigner, and Food Unwrapped presenter, Kate Quilton. The first instalment of this series is now live and available to view on our website at rspcaassured.org.uk/welly-vision

This 10-minute micro-documentary focuses on pigs and is aimed at people who eat bacon, sausages or other pork products, or who are interested in finding out more about pig farming. The page will also include two additional shorter videos that delve into pork labelling and pig behaviour.

The purpose of the Welly Vision project is to give the public a feet-on-the-ground look at life on RSPCA Assured farms with the ultimate goal of being more transparent and improving trust in our brand.

This pig phase of the project will be promoted with TV advertising on Channel 4, Sky 1, Eden and HGTV as well as video-on-demand services from the 21st of August for one week. Peak spots will include a slot during *Matt Baker: Our Farm in the Dales* and *Sunday Brunch*.

The campaign will also be supported by full-page print ads in Sainsbury's and BBC Good Food magazines, as well as social media ads and organic posts.

Future instalments of the project will focus on other species including laying hens, broiler chickens and turkeys.



Guide to planting trees on ruminant (sheep, beef and dairy cattle) farms

By Jeremy Costello, Junior Public Relations Executive

We've launched a new [tree planting guide](#) for the ruminant sector, aimed at benefiting livestock and helping to contribute to net-zero emissions on farms.

It includes practical advice and is backed up by research from the [Woodland Trust](#) and [Forestry Commission](#). The guide covers a range of topics including:

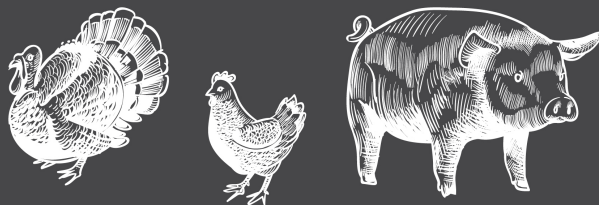
- Why is tree planting so important?
- What are the benefits of planting trees on your farm?
- Which trees should you plant on your farm?
- What should you check before planting trees on your farm?
- What support is available to help you plant trees on your farm?

Commenting on the launch of the new guide Joe Bailey, Head of Farming at RSPCA Assured, said:

"Tree planting is a long-established practice amongst many of our laying hen producers and is well known in the industry for its benefits to welfare, as well as its favourable environmental impact. We would like to see the same level of commitment to planting trees from our ruminant members. And we hope this guide will encourage many to take the plunge if they haven't already done so".

[Find out more.](#)

RSPCA ASSURED PIG & POULTRY AWARDS 2021



Coming soon: RSPCA Assured Pig & Poultry Awards 2021

By Emily Strachan. Marketing Executive

Like many who had their plans cancelled over the past year, Covid-19, unfortunately, stopped us from running the RSPCA Assured Pig & Poultry Awards at The British Pig & Poultry Fair 2020.

But we still wanted to recognise the outstanding work that our members do so we're delighted to confirm that these awards will be hosted across our online platforms later this year!

The RSPCA Assured Awards are designed to recognise and reward members of the scheme who have:

- gone above and beyond the standards and/or expectations to help improve farm animal welfare
- been proactive in engaging and educating others about higher farm animal welfare
- demonstrated consistent dedication to caring for the environment and animals in general through sustainability efforts

Our assessors and the RSPCA farm livestock officers have been working hard over the past two years, nominating our pig and poultry members for these awards. We're excited to say that the nominees have been shortlisted, and were chosen by an independent external panel.

We will release more information throughout this coming month, with our final 'Awards Week' starting on Monday 20 September to announce the winners.

Keep an eye out on [Facebook](#), [Twitter](#), [LinkedIn](#) and [our website](#) for details.

'Get to Know' Becky Lyons, Media Production Executive

By Jeremy Costello, Junior PR Executive



Without our RSPCA Assured employees, we couldn't improve the lives of farmed animals. The knowledge, expertise and work they provide are pivotal. Recently, a new face joined us, albeit remotely. With over two decades of experience working in creative roles, we're excited to welcome Becky Lyons, Media Production Executive.

Here is a 'Get to Know' interview to introduce you to the marketing team's latest addition:

What is your role at RSPCA Assured? What are you responsible for?

As the Media Production Executive for RSPCA Assured, I'm responsible for all video and photographic content across the company's website and social media channels. This includes all production processes; liaising with external video production companies, and acting as the point of contact to approve video concepts. This is a new role for RSPCA Assured, so it's really exciting to get in on the ground floor and put my stamp on things.

Why did you want to join RSPCA Assured?

Farming has always been a part of my life (I actually live on a farm!), and I am passionate about animal welfare. It has been integral to my whole professional career, so when I saw the job advertised I jumped at the chance to apply.

What do you enjoy doing most in your role?

I love being out on farms, seeing the animals and meeting different characters along the way! I'm an outdoor person, so to have a job that allows me to be outside is fabulous. I also have a lot of creative freedom, which is really important to me.

Where have you worked previously? What roles were these?

Previously, I'd worked at the RSPCA for over 20 years. I started as an animal care assistant at an animal centre. Once I finished my honours degree at university, I moved to the Brand department as a photographer and researcher. I then moved to the Broadcasting and Press department, where I worked as a Video Producer.

After working in both the field and RSPCA headquarters, I've gained excellent knowledge and understanding not only of animal welfare issues, but practical skills, like filming and getting the best out of both animals and people.

What expertise have you brought to the RSPCA Assured team?

As this is a new role for the organisation, I hope to bring a wealth of film and photographic knowledge. I'll be busy behind the scenes implementing processes and editing systems whilst also moulding the visual style and feel of RSPCA Assured.

What is your first memory of a farm?

I grew up on a farm, so I can't really pinpoint a "first memory" - it was just the setting of my childhood. A lot blurs into one, but I do have a very early memory of sitting in a big

red machine yanking up potato plants through a hole in the floor! I couldn't tell you what it was though.

If you were a farm animal, what would you be and why?

A farm cat. Does that count? They have such a carefree life with other cats, snoozing in the sun, catching mice and wandering wherever they please! I'm very jealous of that because trying to get access to farms to film can be very tricky due to understandably strict biosecurity rules!

I'm excited to get out and about to meet more farmers and their animals. So if you'd be interested in promoting RSPCA Assured and higher welfare farming, please get in touch [here](#).

What do you enjoy doing outside of work?

I love growing my fruit and vegetables in my garden. My family have always been passionate about gardening. I've enjoyed making and storing my sauces and teaching my children about our impact on the natural world.

If you were stuck on a desert island, what three things would you want with you?

I'd want my children with me! My family is everything to me. Also, it would be awesome to have the knowledge to build and create shelter, so a DIY book is essential. As a natural red-head, I'd also need some factor 50. With the right resources, I reckon we could thrive.

If you could only eat one meal for the rest of your life, what would it be?

Easy. Freshly baked and toasted granary loaf with butter and jam. I'm hungry now!

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 t. 01403 286170 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

