

Your update

from RSPCA Assured



Nearly two thirds of shoppers recognise RSPCA Assured label

By Rebecca Lenik, PR Manager

RSPCA Assured is now recognised by 64% of young professionals and families (its target market) less than six years after it was rebranded from Freedom Food.

This is more than three times the awareness level (of 19%) measured when the new logo first launched in 2015, vastly exceeding the charity's expectations. General consumer awareness has also continued to increase from 15% in 2015 to 58% today.

RSPCA Assured - which now has more than 1,100 different labelled product lines - has also reported a significant 52% increase in the amount of food carrying its label between 2016 and 2020.

Further, this upsurge is mirrored by a 63% increase in the number of animals being farmed under the scheme over the last five years - from about 15.9 million terrestrial animals in 2015 to 25.9 million in 2020. This equates to nearly 12% of the UK terrestrial farming market for the species covered by RSPCA Assured. The majority of all Scottish salmon

farms are also now under the scheme. Commenting on its success Clive Brazier, CEO of RSPCA Assured, says:

“Despite an incredibly turbulent 12 months, fraught with the challenges of Covid-19, Avian Influenza and Brexit, these results show that the trend for ethical food is unwavering. Consumers are standing firm by farm animal welfare even during the toughest of times, which means the future is looking very promising for higher welfare farming.”

[Find out more.](#)

‘Get to Know’ our Salesforce Project Manager, Harry Sandhu

By Jeremy Costello, Junior PR Executive



People are at the heart of RSPCA Assured. Without the dedicated work of each individual, we couldn't keep improving the lives of farm animals. This month, I interviewed our new Salesforce Project Manager, Harry Sandhu. Taking over the day-to-day running of the project, Harry will be bringing a wealth of experience onboard.

Here is the next instalment of the ‘Get to Know’ interviews to introduce you to our team’s latest addition:

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

As Salesforce Project Manager, I'm responsible for delivering the remaining phases of the Salesforce project. This new system will replace our existing membership database. It will provide RSPCA Assured members with a more time-efficient, accessible and personal experience.

My role oversees migrating RSPCA Assured members onto the new system, integrating Sage and rolling out the mobile app for our assessors. I also manage our Salesforce Administrator, who fixes any minor bugs or errors, produces reports and sets up users and permissions.

Why did you want to join RSPCA Assured?

I've always loved animals! But when my kids came along, I never got around to getting a pet; they were enough of a challenge. So I was excited by the prospect of working for a non-profit organisation that helps improve the lives of farm animals. Even though we're a small team at RSPCA Assured, I can see a real passion and drive amongst my colleagues to make things happen.

What are you most looking forward to in your role?

I'm excited to deliver a successful project! There are several moving parts and dependencies involved in the work, so it's a chance to test myself. It's going to be good working with multiple parties to ensure the right decisions are made. I'm also keen to learn more about how RSPCA Assured operates as an organisation.

Where have you worked previously? What roles were these?

I started my career as a software developer for CapGemini, a global leader in consulting, digital transformation, technology, and engineering services. Since then, I've had various roles, including consultant and architect, for several corporations on worldwide enterprise resource projects, which brought together business strategy, business processes and technology. Over the years, I've worked across multiple industries delivering for clients such as Vodafone, Heathrow Airport and the National Grid, to name a few.

What expertise do you bring to RSPCA Assured?

I have 23 years of hands-on IT experience, which for the past nine years have been in project management, delivering enterprise-wide solutions. I also spent time with third parties and system integration partners, which has given me the experience of managing onshore and offshore project resources. The projects I've worked on have varied in size, budget and delivery methodologies.

Do you have any advice for colleagues during this national lockdown?

Hang in there lockdown is almost over. I've actually cherished being at home. During my career, I've spent a lot of time on the road, so not having to travel is nice. It's given me some quality time with my family. My advice would be to reflect on what's most important to you and enjoy yourself when this is over. Oh, I really do miss a cold pint down the pub!

What is your first memory of a farm?

I have very fond childhood memories of visiting my Grandparent's farm in Punjab (North India). As I was born in Swindon, we'd travel to see our family during the summer holidays. It was great staying with them; there were acres of farmland and plenty of room to play cricket. We even helped to feed and milk the cows.

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

I think it would have to be a pig, as they appear to be so carefree which is so not like me at all! But, as I've got older, I'd like to think that I can relax a lot more and be worry-free. So yes, I think it's a pig's life for me!

What do you enjoy doing outside of work?

We're a pretty sporty family. I have three children who all play football and cricket, so I'm looking forward to watching them compete when we come out of lockdown. We're also huge Reading FC supporters, so our fingers are tightly crossed for promotion to the Premier League. It has been a good season so far, and we're currently sixth in the league.

Do you have a hidden talent? If so, what is it?

Over the years, I've managed many people, all with different personalities, and even brought up three children. This has put me in good stead at reading people, from body language to facial expressions. Having said that, my eldest turns 13 in a few weeks and he's confusing the heck out of me!

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

Fish and chips all the way! For me, it has to be with either mushy peas or curry sauce and plenty of ketchup. But if it's not from a proper chip shop, I'm not interested. My parents used to own a chippy in Bristol - they're retired now - but I can taste the difference if the quality isn't there. I'll even drive 20 minutes to Wokingham to get good fish and chips, as I know there's a decent one there.

Best wishes,

RSPCA Assured

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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

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