

# Your update

from RSPCA Assured



## Satisfaction Survey

By Liam Kurzeja, Head of Marketing

**It is important to us that you're happy with the service we provide at RSPCA Assured. So we would like to invite you to fill in our [food industry satisfaction survey](#) and let us know how we have done this year.**

We'd really welcome your feedback and are happy to answer any queries you may have about the survey - please just [let us know](#).

Please note, the survey is anonymous unless you wish to speak to us about your feedback.

## Palm Oil, Soy and Plastics

By Xenia Kingsley, Marketing Manager

**In our [November newsletter](#), we introduced three new proposed updates to the RSPCA Assured Brand Use Guidelines.**

These proposals incorporate guidelines on plastics, palm oil and soy use in products. You can [find out more on our website](#).

To clarify, this does not include soy in animal feed.

We support the diversification of animal feeds containing soy into species-appropriate alternatives. Or advise soy comes from RTRS or ProTerra certified growers.

However, this is a recommendation only as we do appreciate the challenge.

This policy is only a proposal pending consultation. So, if you have any further feedback please [email us](#) by 1 January.



## **Congratulations this Christmas**

By Xenia Kingsley, Marketing Manager

**It has been fantastic to see all the Christmas product artworks coming through here at RSPCA Assured HQ. It gives us a nice sneak peek as to what's on offer and we'd like to take this opportunity to congratulate those who have won various accolades!**

Congratulations go to...

- Lidl for its Deluxe British Broadland Free Range Bronze Turkey which came third in Good Housekeeping's Christmas taste test, while its Silver Slate came 8th (these two products were also recognised at the Quality Food Awards); and its Deluxe Trimming Parcels with Apricot and Stilton which came twelfth
- Asda for its Extra Special Free Range Norfolk Bronze which was selected by BBC Good Food as its whole turkey of the year
- Ocado and Jolly Hog for the Jolly Hog Treacle Cured Gammon Joint which came runner-up in Good Housekeeping's taste test; and the Jolly Hog Gluten Free Pigs in Blankets which scooped second place
- Co-op for its Treacle and Ale Gammon Joint which came fifth in the same taste test; and its Irresistible Pork, Apple and Cranberry Stuffing Stars which came in at eleventh; also, its Irresistible 'Curly Pig in a Blanket' made the final list
- Sainsbury's for its Taste the Difference Pork, Roast Chestnut and Thyme Stuffing Parcels, which came fourth in Good Housekeeping's taste test; and its Taste the Difference Pork, Sage and Onion Stuffing Wrapped in Bacon which came seventh; also, its British Pork Chipolatas Wrapped in Bacon took the top spot

Read more [here](#).

## **Merchandise Support**

By Liam Kurzeja, Head of Marketing

**Our food industry research last year highlighted that retailers would like more support communicating RSPCA Assured to colleagues and customers.**

So we have created a set of ['Why choose RSPCA Assured?' icons](#); these illustrate our key points of difference.

The icons are available as open artwork files so you can edit them to incorporate your own branding, colours and fonts.



## Merry Christmas and a Happy New Year 🌲

from all of us at RSPCA Assured

**2019 saw the introduction of this new food industry newsletter. We hope you have found - and are finding - it useful.**

Do let us know your feedback on anything to do with this newsletter. For example, if you want to see more of one thing and less of another. We want to ensure you're getting the best of these communications so please [contact us](#).

Best wishes,

**RSPCA Assured**

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