



Annual review 2022

Contents

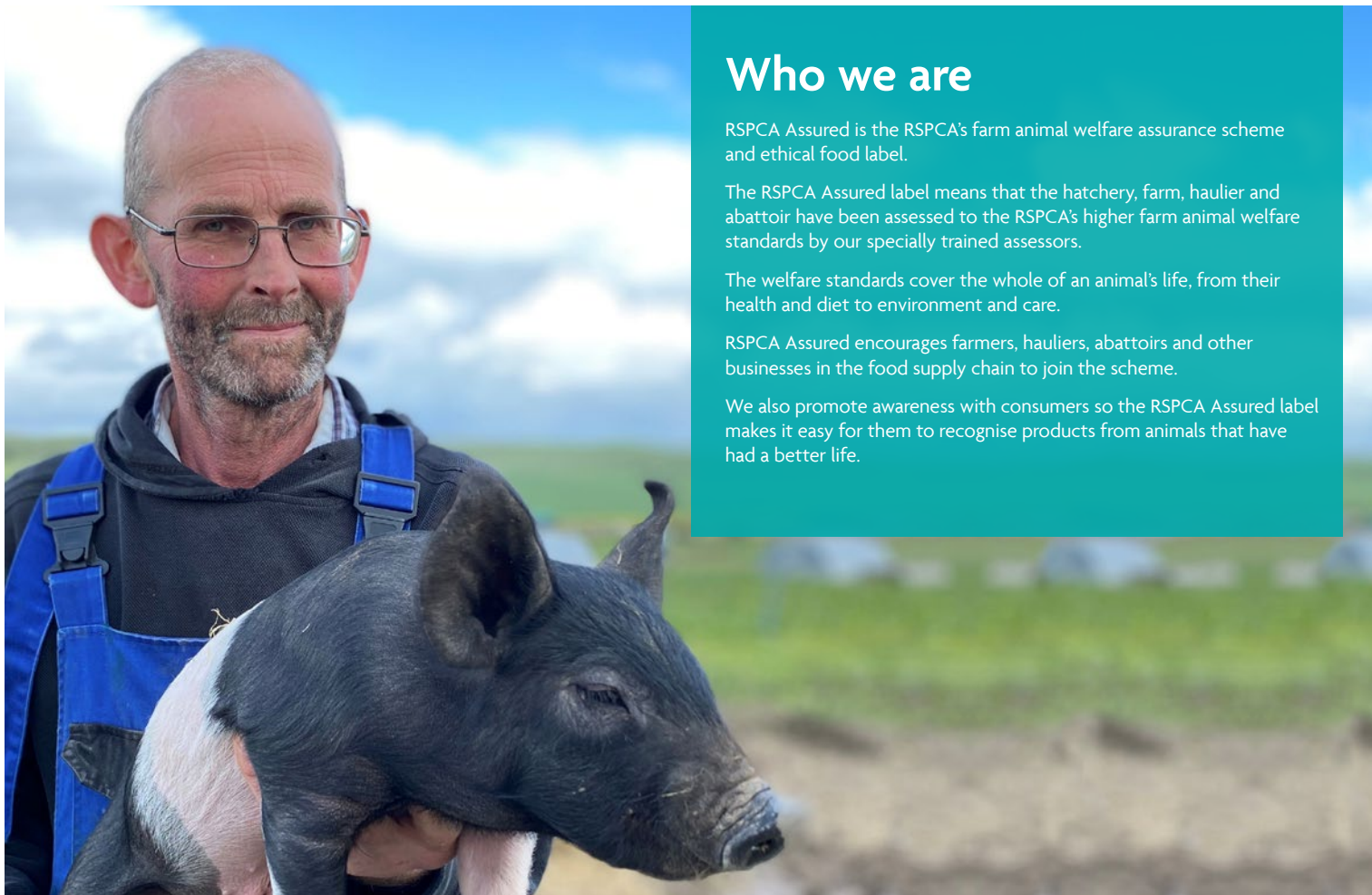
- 03 Who we are
- 04 RSPCA Assured Vision, Purpose and Mission
- 05 Chief Executive introduction
- 06 2022 Key stats and achievements
- 07 Setting the welfare standards
- 09 Animals covered by the scheme
- 10 Measuring our real-world impact
- 11 Avian influenza: supporting our members
- 13 Ensuring standards across the supply chain
- 14 Partnerships
- 16 Foodservice
- 17 Communicating the values behind better meat – The Jolly Hog
- 18 Improving the RSPCA Assured membership experience
- 21 Life as an RSPCA Assured assessor
- 22 Building public awareness
- 26 Finances
- 27 Governance
- 28 Board of directors

“Despite the cost of living crisis, more RSPCA Assured products are now available than ever before as consumers continue to see animal welfare as a key factor in their purchasing decisions - and producers and retailers respond to this demand.

“We’re building on this success and pushing ahead to reach our ambitious goal of at least half of all farmed animals in the UK being reared to the RSPCA’s welfare standards by 2030.”

David Smith, RSPCA Assured chairman, and RSPCA trustee





Who we are

RSPCA Assured is the RSPCA's farm animal welfare assurance scheme and ethical food label.

The RSPCA Assured label means that the hatchery, farm, haulier and abattoir have been assessed to the RSPCA's higher farm animal welfare standards by our specially trained assessors.

The welfare standards cover the whole of an animal's life, from their health and diet to environment and care.

RSPCA Assured encourages farmers, hauliers, abattoirs and other businesses in the food supply chain to join the scheme.

We also promote awareness with consumers so the RSPCA Assured label makes it easy for them to recognise products from animals that have had a better life.

RSPCA Assured Vision, Purpose and Mission

Our vision

All farm animals should have a good life and a humane death

Our purpose

To achieve the highest standards of animal welfare in farming in partnership with the RSPCA

Our mission

Working to ensure the highest welfare for all farmed animals by driving continuous improvement and providing trusted assurance.



Foreword

Welcome to your annual review of RSPCA Assured's work in 2022.

As chairman and trustee of RSPCA Assured, I am proud to be part of an organisation that has made such important contributions to raise standards of welfare and improve the lives of farm animals.

We are pleased to report that the past year saw the continued support of our industry partners and fantastic members – as well as consumers continuing to choose RSPCA products.

The move by M&S to sell only 100% slower-reared, higher-welfare RSPCA Assured fresh chicken – in addition to RSPCA Assured pork, farmed salmon and trout, milk and eggs – marked a major milestone for farm animal welfare and the biggest positive change for chicken farming in a generation.

We also continued to make an impact in the discount supermarket sector, with Lidl announcing its decision to stock only RSPCA Assured free range eggs by 2024.

Standing firm together

However, as we look back at 2022, there's no doubt we also faced many and varied challenges.

It was a world continuing to cope with the effects of Covid, the industry was dealing with staff shortages and competition against cheap, imported products – and all of us having to deal with rising costs and restricted supplies.

The poultry industry faced the devastating Avian Influenza pandemic, while the pig sector addressed the growing biosecurity risks of African swine flu.

On top of that, farmers struggled to manage an intense and damaging heatwave and drought that threatened the health of animals and caused significant feed issues.

Transforming animal welfare

Despite difficult times, our members and retailer partners stood firm by RSPCA Assured and its mission to improve farm animal welfare.

More RSPCA Assured products are available than ever before, with retailers responding to demand from consumers who continue to see animal welfare as a key factor in their purchasing decisions – even during the cost of living crisis.

I would like to thank the RSPCA Assured and RSPCA teams, the hard-working farmers and members of our scheme, our retailer and foodservice partners and our fantastic supporters who have made this landmark progress possible.

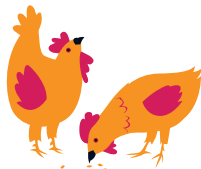
David Smith, RSPCA Assured chairman, and RSPCA trustee



2022 Key stats and achievements



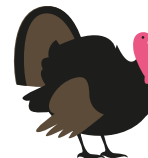
Over **24 million**
terrestrial animals are covered
by the scheme



51% of laying hens
in the UK are RSPCA Assured



As are **27%** of pigs



And **44%** of turkeys
in England are also RSPCA Assured*



There are over **1,800**
different products
now available in our growing product range

*Defra turkey stats are available for England only

Setting the welfare standards

The RSPCA's science and policy team works to develop welfare standards for each of the major animal species farmed in the UK.

Striving to achieve best practice in the care and welfare of farm animals, the detailed standards must be met by all farms on the RSPCA Assured scheme.

Set at the limit of what's achievable in terms of animal husbandry and commercial viability, the standards aim to deliver improved animal welfare above and beyond 'standard' or typical UK production.

Every aspect of the life of a farm animal is covered by the standards.

This includes feed and water provision, the environment they live in, how they're managed, health care, transport and humane slaughter.

The standards are designed to ensure animals have everything they need for a better quality of life, whether they are kept on large or small farms, or in indoor or outdoor production systems.



Continuing to push boundaries

In 2022, the following updates were made to the RSPCA welfare standards:

Turkeys

Amendments included revised catching techniques associated with bird weight and provision of natural daylight (October 2022)

Sheep

New standards and guidance were developed regarding recognising, treating and avoiding heat stress. In addition, changes were made to strengthen and expand the scope of the veterinary health and welfare plan to better safeguard sheep welfare.

The following standards were fully reviewed and updated in 2022 and are due to be published in 2023:

Pigs	Beef cattle	Sheep
Turkeys	Laying hens	Salmon

As part of the review of the salmon standards (due for publication in 2023), 277 amendments were made to further improve salmon welfare.

These standards cover the entire lives of the fish from eggs through to slaughter, including transport.

As working documents, the RSPCA welfare standards are regularly updated to take account of changes in the farming industry as well as the most up-to-date knowledge and understanding of animal welfare.

There are currently 12 sets of standards, which cover nine farm animal species. The science and policy team aims to publish fully updated versions of the standards every two years.

You can find the full list of RSPCA welfare standards and find out more about how they're developed on the RSPCA's website: science.rspca.org.uk.











“The RSPCA welfare standards are really important because they set higher standards for the industry to give animals a better life, with more opportunities to express their natural behaviours.”

Dr. Kate Norman, RSPCA senior scientific officer for poultry



Animals covered by the scheme

	Species	RSPCA Assured 2022 Animal Numbers	Defra 2022 Animal Numbers	Percentage
	Laying Hens	20,474,308	40,245,799*	50.87%
	Chickens	1,501,453	126,051,782	1.19%
	Turkeys	1,613,048	3,651,109**	44.17%
	Beef Cattle	1,572	1,462,980	0.10%
	Dairy Cattle	17,036	1,841,845	0.92%
	Pigs	1,230,160	5,191,917	23.6%
	Sheep	1,891	33,066,478	0.01%
	Veal	480	1,290,227***	0.03%
	TOTAL	24,838,948	212,802,137	11.67%

Notes on market penetration calculations

* The laying hens figure does not include Defra's breeding stock figures; just layers and pullets

** Defra's turkey figure is for England only, however, we currently only have turkey members in England

*** The veal figure is based on Defra's 'male cattle less than 1 year' category

Defra does not produce figures for salmon and trout, so we have not included these species

Measuring our real-world impact

We carry out welfare outcome assessments on our members' farms.

This means that – as well as checking members are following the RSPCA's higher welfare standards – our assessors collect information about the health and welfare of the animals.

Our welfare outcome team reviews this information, giving us a more accurate picture of the animals' welfare.

This helps us ensure the scheme is delivering the enhanced welfare standards and assurances both we and our customers expect.

In 2022, we recruited two new analysts to help progress our work on welfare outcomes.

Their additional expertise helps us better understand the effect the application of the welfare standards through the RSPCA Assured scheme has on animal welfare.



Working with Defra for better farm animal welfare

Throughout 2022 both RSPCA Assured and colleagues from the RSPCA attended regular stakeholder meetings with Defra.

The team also attended Defra workshops as part of consultations on:

- Thermal conditions and headroom for cattle, sheep, goats and pigs
- Penalty notices for farm animal welfare offences.

"It's been more than ten years since I first became an RSPCA Assured egg producer. It isn't always easy to maintain high welfare standards – but good welfare means good performance.

"When I see happy, healthy hens laying great quality, tasty eggs, I couldn't be happier."

Philip Twizell, West Newbiggin Farm,
Sadberge, County Durham



Avian influenza: supporting our members

The UK experienced one of the worst ever outbreaks of avian influenza (AI) in 2022.

A Defra housing order was in place for much of the year, which meant that all poultry had to be kept indoors to stop the spread of the disease.

As well as the devastating impact on affected farms, AI caused confusion for consumers when free range eggs disappeared from the shelves.

This was because eggs must be labelled as barn eggs after more than 16 weeks of birds living indoors.

RSPCA Assured provided advice and support to help poultry producers during this challenging time.

“As well as free-range and organic, RSPCA Assured approves barn systems for keeping laying hens, chickens and turkeys.

“So, even when there’s a Defra housing order in place, if you see the RSPCA Assured label on eggs, chicken or turkey – it will still come from birds that have been cared for to the RSPCA’s higher welfare standards.”

Dr. Kate Norman, RSPCA senior scientific officer for poultry



Avian influenza: supporting our members

Recommendations to help improve the welfare of the birds included:

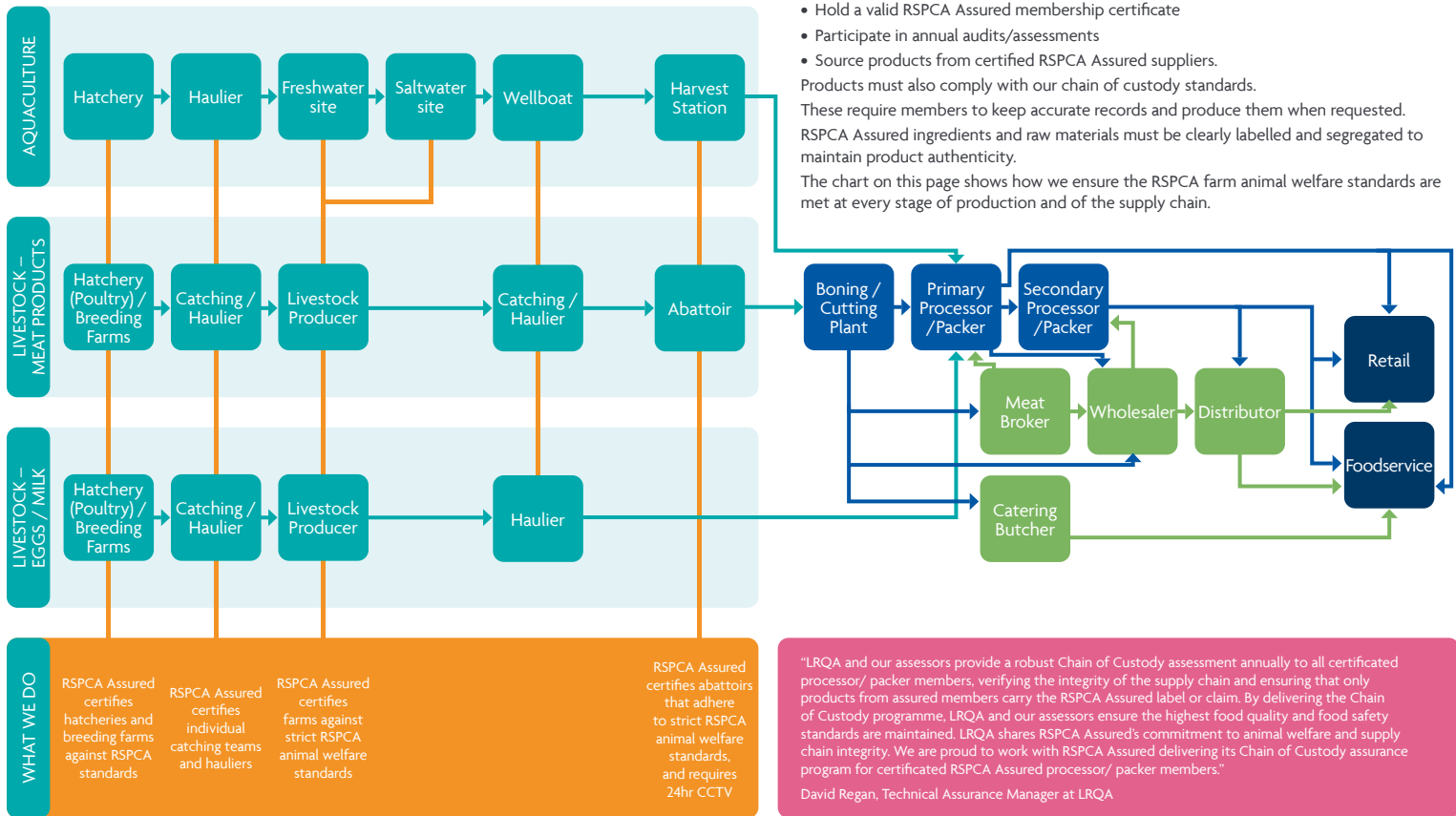
- Provision of additional enrichment – for example straw bales to encourage birds to peck and forage
- Maintenance of litter – to allow birds to live in a comfortable environment and express natural behaviours.

We also:

- Temporarily moved to a risk-based approach for in-person assessments for poultry members in areas with housing orders to reduce the number of people visiting farms and potentially spreading the disease
- Developed a leaflet with Defra about protecting birds from AI and worked on welfare standards that will further improve the environment for poultry whilst being kept indoors
- Produced a consumer information video to help the public understand AI, explaining what people could do to help and ensure they were still buying higher welfare eggs



Ensuring standards across the supply chain



The RSPCA Assured label on products shows customers the animals on the scheme are not just raised to higher welfare standards, but they've been treated and handled with respect during the entire food production process.

This is known as the 'chain of custody' and forms part of the guarantee made to customers when they choose RSPCA Assured-labelled food.

In order to sell an RSPCA Assured product, every business in the supply chain must:

- Hold a valid RSPCA Assured membership certificate
- Participate in annual audits/assessments
- Source products from certified RSPCA Assured suppliers.

Products must also comply with our chain of custody standards.

These require members to keep accurate records and produce them when requested.

RSPCA Assured ingredients and raw materials must be clearly labelled and segregated to maintain product authenticity.

The chart on this page shows how we ensure the RSPCA farm animal welfare standards are met at every stage of production and of the supply chain.

"LRQA and our assessors provide a robust Chain of Custody assessment annually to all certificated processor/ packer members, verifying the integrity of the supply chain and ensuring that only products from assured members carry the RSPCA Assured label or claim. By delivering the Chain of Custody programme, LRQA and our assessors ensure the highest food quality and food safety standards are maintained. LRQA shares RSPCA Assured's commitment to animal welfare and supply chain integrity. We are proud to work with RSPCA Assured delivering its Chain of Custody assurance program for certificated RSPCA Assured processor/ packer members."

David Regan, Technical Assurance Manager at LRQA

Partnerships

Our partnerships team supports organisations to advance higher welfare farming practices and promotes the use of RSPCA Assured products.

In 2022, we continued to work hard to strengthen and develop new relationships with retailers and the foodservice industry.

The RSPCA Assured label is now found on more than 1,800 products across all the major supermarkets.

Retail

Visibility of RSPCA Assured has never been higher with over **1,800 products** available through retailers including Aldi, Asda, Co-op, Lidl, M&S, Sainsbury's and Tesco. The scheme also welcomed a major move by Marks and Spencer in September 2022 who made a market-leading commitment to move **100% of its fresh chicken to RSPCA Assured.**

Demonstrating that sustainability and animal welfare can go hand in hand, Sainsbury's adopted ASC (Aquaculture Stewardship Council) certification for its farmed salmon. All Sainsbury's farmed salmon is now both RSPCA Assured and ASC certified.

Highlighting its customers' unwillingness to compromise on welfare, Lidl committed to selling only free range RSPCA Assured eggs by the end of 2024.

M&S moves to 100% RSPCA Assured chicken

In September 2022, M&S made a market-leading commitment to move 100% of its fresh chicken to RSPCA Assured.

M&S was the first retailer to sell only slow-reared fresh chicken, achieving its pledge to the Better Chicken Commitment four years ahead of schedule.

The move was the biggest positive change to chicken farming in a generation and a landmark achievement for animal welfare, which we hope set a leading example for other retailers.

In line with the Better Chicken Commitment, M&S moved to a slower growing breed of chicken, which will also benefit from being reared to the RSPCA's welfare standards.

The positive impact this will have on M&S' chickens is enormous, allowing these alert and curious birds more comfort and freedom to enjoy their natural behaviours.

"We're really proud to partner with M&S in extending their commitment to higher welfare farming, with the conversion of all their fresh chicken to RSPCA Assured.

"This means they can now assure their customers that M&S are buying fresh chicken reared to the RSPCA's higher welfare standards throughout their entire range."

Chris Sherwood, RSPCA Chief Executive



“Our label is now found on more products than ever before across all the major supermarkets, including chicken, pork, eggs, milk, salmon and trout – and visibility of the label for consumers has never been higher.”



Cliona Duffy, RSPCA Assured head of corporate partnerships



amazon fresh



THE BLACK FARMER



THE JOLLY HOG



M&S
EST. 1884



ocado

Sainsbury's

TESCO

WAITROSE
& PARTNERS

“Our customers are increasingly aware of the importance of higher standards of animal welfare and we believe that animal welfare is a key part of being a responsible business. With a wide range of RSPCA Assured labelled items on our shelves, we are committed to continuously improving our animal welfare offering and regularly review our range to identify further opportunities for RSPCA Assured products.”

Liz Fox, national sustainability director, ALDI



Foodservice

RSPCA Assured commissioned research which showed 70% of people want to know where their food comes from when eating out* – valuable data we are using to encourage foodservice companies to source RSPCA Assured products.

We also published a new guide helping foodservice businesses highlight their higher welfare products to customers on their menus, websites and on social media.

Ahead of the government's consultation on mandatory labelling, RSPCA Assured held a roundtable discussion with ten key partners from across the foodservice sector.

Participants discussed legislative developments around labelling and corporate initiatives to improve transparency and labelling of higher welfare food.

The event provided RSPCA Assured with valuable insights about how businesses could benefit from additional support.

"Everyone who attended the event agreed there were positives to be gained from improving transparency and offering more higher welfare options in these sectors.

"We agreed to continue to work together to overcome any challenges."

David Bowles, RSPCA head of public affairs

"We continue to enjoy fantastic sourcing partnerships with McDonald's – one of our largest partners – as well as many other foodservice companies including The Restaurant Group and Wetherspoons."

Cliona Duffy, RSPCA Assured head of corporate partnerships



Working together for better welfare

A number of special events helped us build relationships with the sector, including a launch of a new report (with Footprint) called 'Better Meat for Foodservice'.

This provided insights from organisations across the industry, highlighting their experiences as operators and suppliers, overcoming the cost of living crisis and putting the principles of better meat into practice. One of those featured in the report was Jolly Hog (case study next page).



wetherspoon



Communicating the values behind better meat – The Jolly Hog

Foodservice customers who wish to choose better meat often struggle to make informed decisions.

A Caterer's Guide to Better Meat highlighted how, even when meat is certified to a higher standard, it may not be advertised as such in certain foodservice settings where labelling loose or component products is more challenging, origin labelling is not a legal requirement and, for contract caterers, the client's appetite to promote sustainability at the point of sale may not always be high. The Jolly Hog is one supplier hoping to change that.

Leading by example

Founded back in 2007 by three brothers, the brand's ethos is about the quality of products and ingredients, and high welfare standards – all of the pigs used in The Jolly Hog's range of sausages, ham and bacon are sourced from RSPCA Assured farms.

The brand is best known in retail where it is sold via the likes of Sainsbury's, Asda and Waitrose but foodservice has been identified as a significant growth opportunity. The Jolly Hog currently supplies two independent restaurants in Bristol and is about to launch into a national wholesaler. It also has a concessions business catering for various events across the UK including Winter Wonderland, Glastonbury and the Goodwood festival.

A focus on communication

In retail, the brand communicates its welfare credentials via traditional marketing channels including social media and at the point of sale where the RSPCA Assured logo is displayed on packs.

Food service requires a different approach to communication, something the supplier is keen to address as it grows its presence in the sector.



“Getting across those key welfare credentials is something that we’re working on at the moment,” says brand manager Olivia Bennett.

Talking the welfare talk

When it caters for events The Jolly Hog stand will always carry signage talking about its welfare credentials, including the RSPCA Assured standard and what it means for pigs to be outdoor bred.

Staff serving customers are also encouraged to proactively talk about the provenance of the pork. “We did Pub in the Park and Taste of London this year when we were sampling pigs in blankets,” says Bennett. “We were talking about our welfare credentials to everyone that we spoke to. Some people are really open to hearing about it.”

Communicating to restaurant customers or those supplied via a wholesaler is more of a challenge but one the Jolly Hog is determined to crack. Bennett says packaging will be key in this respect by helping bridge the gap between the brand and the end consumer.

B-Corp accreditation success

The Jolly Hog is looking at ways it can communicate its values on primary foodservice packaging to help inform its customers about the welfare credentials of the product and in turn help them communicate with the end consumer on menus or at point of sale.

Bringing values to life

Summarising The Jolly Hog's attitude towards better meat, co-founder Olly Kohn says: “We think that it is important for a brand to drive higher standards in animal welfare.

“As a small, family-run business, we have the option to insist on better animal treatment and not support the treatment of animals that doesn't meet RSPCA Assured standards.”



Improving the RSPCA Assured membership experience

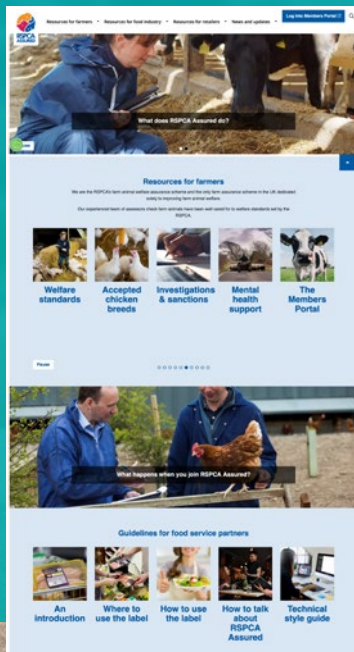
In July 2022 our new Salesforce online platform was launched to make it easier for RSPCA Assured members to manage their membership.

For the first time members can manage the following online:

- Check membership details
- View and download certificates
- Renew their membership
- Apply for new sites to become RSPCA Assured
- Transfer their membership to a different group or become an independent member.

This transition has made internal processes quicker and easier and we can provide a more personalised service for our members.

It's also improved the quality of our data collection and reporting, allowing us to share more detailed information with stakeholders.



New accreditation partner

We began working with SCI (Supply Chain In-sites) in 2022 which will help us continue to develop the certification aspect of our work.

SCI is accredited to ISO 17065 which ensures our scheme has official accreditation, is uniformly applied and is fair to our members and partners.

Using technology for good

Our aim is to continuously improve the service we provide and the integrity of the RSPCA Assured logo for our members, the supply chain, consumers and most importantly of all – for farm animals.

So in 2022 we began reviewing all stages of the assessment journey to identify areas where we can use technology such as new apps and devices to help make it a smoother process.

“There are more than 300 welfare standards we have to meet for our milk to be labelled RSPCA Assured – for example, our cows must be allowed outside to graze in summer months and have environmental enrichments like cow brushes so they can groom themselves.

RSPCA Assured’s vision for farm animal welfare chimes exactly with our approach, so we’re very proud to meet the standards.”

Joanna Binnington, Thakeham Dairy, Sussex



Empowering the RSPCA Assured team

We continued work on our strategy to help us achieve our ambition for at least half of each farm animal species in the UK being reared to the RSPCA's welfare standards by 2030.

In 2022 improvements were made to the way we operate internally and to our organisational culture. Next year we will focus on achieving our goal by balancing growth with effective assurance.

By the end of the transformation, all our people and everything we do will be better aligned and focused on making the greatest impact for farm animals.

Delivering more assessments

We also restructured our team of specialist field assessors into three new regional teams.

This change will help us meet the demands of a growing scheme.

RSPCA Assured members will continue to receive an annual assessment by a specially-trained assessor to ensure the RSPCA's higher welfare standards are being met.

In addition, they'll be subject to unannounced spot checks. These will now be carried out by RSPCA Assured assessors rather than RSPCA farm livestock officers.

Developing assessors' skills

RSPCA Assured assessors received training to increase the number of animal species they can each assess, improving how quickly we can assess farms and respond to urgent issues.

“We pick up lots of general information from visiting farms and can review any positive welfare or handling practices.

“Some farmers will also do some small trials for us, such as handling methods, which we can then take into account when shaping the standards.”

Dr. Kate Norman, RSPCA senior scientific officer for poultry



Life as an RSPCA Assured assessor

We caught up with assessor Jenny Simpson to find out about her work for RSPCA Assured in 2022.

How did you come to work for RSPCA Assured?

I grew up on a 70 acre farm on the Blackdown Hills. My parents milked around 65 Holstein cows and I played an active role on the farm.

After working in various agriculture-related roles – and a career break to have my children – I was given the opportunity to work in Trading Standards.

I found it a very challenging part of farming and wanted to work to improve animal welfare in a more positive way.

So I was delighted to be offered the role of assessor at RSPCA Assured and have been here for five years. I really enjoy what I do and want to help give farmed animals a better life.

I understand our farmers feel rightly proud of their animals and the care they give them, and by working with them we can all make a difference to the industry.

What did your role involve in 2022?

I spent a lot of time out on the road, visiting farms to ensure they're keeping their animals and birds to the RSPCA's higher welfare standards.

When I first joined RSPCA Assured, I carried out assessments for laying hens, but now I'm qualified to assess hatcheries, pullets, chickens, dairy – and I'm currently training to do pig assessments, too.



I assess every aspect of care that the producer gives the animals, from diet and health to environment and transportation – and then file a full report afterwards.

I'm very aware of the challenges facing those who work in the industry. Avian influenza has been devastating for farmers – and having to house birds indoors and conduct remote assessments has been a challenge.

The more relaxed conversations with poultry members is the thing I miss most, as we watch the birds interacting with enrichment and showing their natural curiosity.

What do you enjoy doing outside of work?

I'm a keen photographer, mainly taking photos of the wonderful wildlife I have near me on the Somerset Level.

I take my camera to work with me and have captured some wonderful moments on the farms I assess. One of my favourites is this photo I took of two small chicks at an RSPCA Assured farm.



Jenny Simpson

Building public awareness

Our marketing activity continued to focus on improving trust and awareness of the RSPCA Assured brand by increasing understanding of farm animal welfare and encouraging people to look for the RSPCA Assured label.

Conscious of the cost of living crisis, we also provided advice on how to eat better welfare products on a budget.

Key activities included seasonal campaigns around Pancake Day, summer BBQs, plus autumn and Christmas feasts.

Consumer polling results during 2022 showed RSPCA Assured ranking as first choice in the minds of our target market when choosing animal welfare assurance versus other providers.

“The RSPCA has some ambitious goals for farm animal welfare.

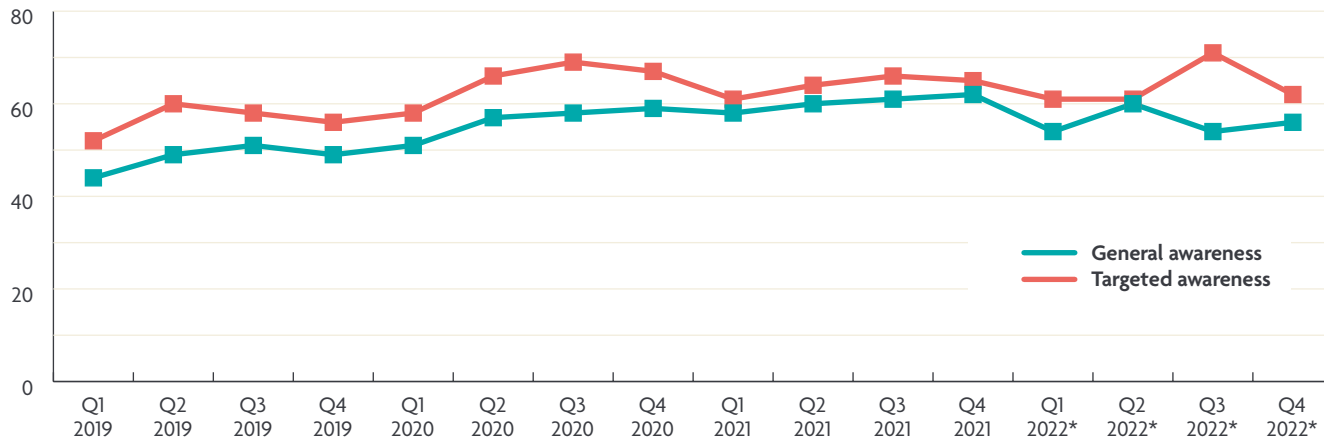
“We’ll be working more with industry, retailers and governments to collect information to see how we can achieve these significant changes and make huge steps forward for welfare.”

Dr. Kate Norman, RSPCA senior scientific officer for poultry

Positive brand perception of the scheme was also highest compared to that of other schemes (Red Tractor, Soil Association, Lion Code and ASC).

RSPCA Assured continued to see high levels of trust and likeliness-to-buy in 2022 with an average of 77% of consumers saying they trust the label.*

*2,000 UK adults polled each quarter in 2022. % is the average calculated across the year.



Seasonal promotion successes

Our seasonal campaigns received excellent consumer engagement in 2022 – in particular our Christmas Feast campaign which showcased RSPCA Assured turkey and pork.

This was launched via a paid campaign on YouTube, Facebook and rich media display ads on relevant websites in December, supported by an organic campaign.

We're pleased to report that the paid portion of this campaign resulted in **9.2 million impressions** (the number of times our content was displayed).

There were also **2.1 million completed views** and almost 30,000 link clicks (which shows direct interaction with our content).

In addition we achieved more than **1.5m organic views of the video**, making it our most successful campaign of the year.

Developing trust and understanding

To promote an even greater understanding of RSPCA Assured and what the label means for consumers, we produced an animated video and promoted this on our social media channels.



The video gives a short explanation of how RSPCA Assured assessments work and how our members care for their animals to higher welfare standards.



Reaching consumers via YouTube

During 2022 we created new YouTube video content which we promoted on social media channels and via paid-for online channels. Highlights included:

- **Almost three million views**
- **331,000 minutes of watch time**
- YouTube used our autumn feast and Christmas campaigns for two YouTube 'shorts' (short form videos promoted to new users), resulting in thousands more views
- Our own Welly Vision video series on YouTube continued to receive high levels of interest. One video – 'Laying Hens: The Truth about Battery Cages' – was **streamed more than 1,200 times** in 2022.

**WELLY
VISION**



Advertising update

We ran one TV advertising campaign in 2022, focusing on Pancake Day.

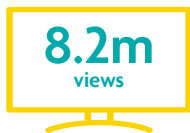
There were also three paid social campaigns across the year: Pancake Day, an autumn feast and Christmas.

Our TV ad used existing content from our Welly Vision web-series featuring RSPCA Assured's ambassador, food journalist, broadcaster and campaigner, **Kate Quilton**.

It focused on laying hens and aired on Channel 4, More 4 and Sky channels.

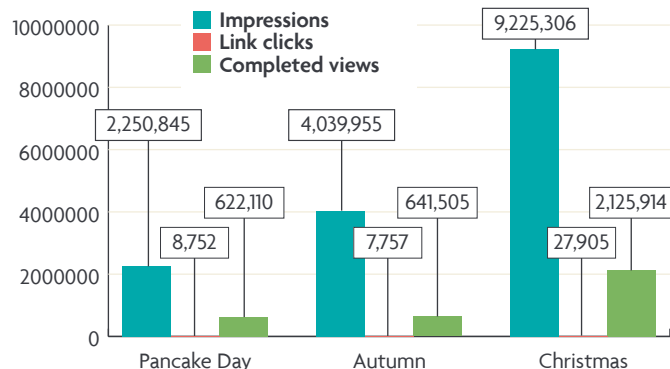
The advert received (including live and on-demand) 8.2m views with an average OTS (opportunity to see) of 1.8 per person.

Our autumn and Christmas paid social campaigns focused on food (chicken, pork, and turkey, respectively), rather than on animals.



This was a new tactic for us, and allowed us to test a different approach to our content in 2022 and take these learnings forward in 2023.

Paid social campaign results 2022



Pancake Day



Autumn feast



Christmas

Helping consumers buy RSPCA Assured products

We updated all recipe pages and dedicated supermarket pages on the RSPCA Assured website in 2022.

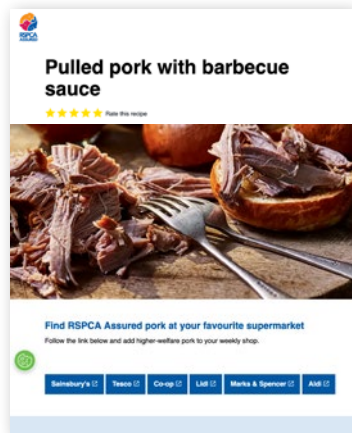
They now contain hyperlinks to the supermarkets' own ecommerce websites.

This means consumers browsing our recipes can easily click through to the main RSPCA Assured ingredient within our recipe to the supermarket that stocks it.

As soon as a new product becomes available, we're now able to update it across the entire site in a matter of minutes.

For example, our pulled pork recipe page contains links to Sainsbury's, Co-op, Tesco, Lidl, M&S, and Aldi.

Once they click through, consumers are immediately shown lists of products that have already been filtered by keyword, in this case, 'pork'.

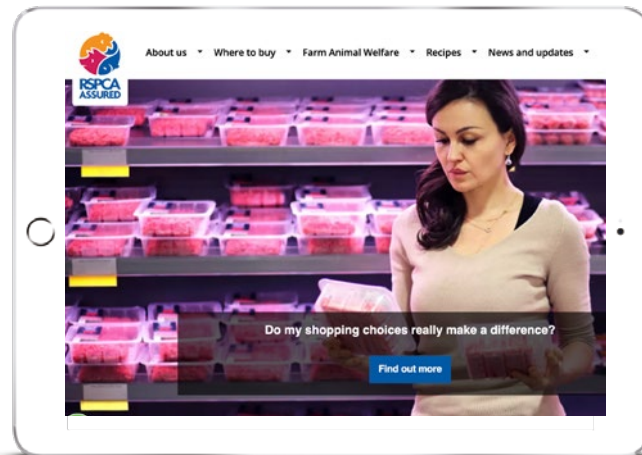


Measuring our website's value to retailers

Customers need to double-check the pork they're buying is RSPCA Assured, but we're working with retailers to make it easier in future for customers to filter by RSPCA Assured produce online.

Using Google Analytics, we have implemented click-through tracking, which allows us to see exactly how many customers visit our website and then the supermarkets' websites.

This data can be used to show supermarkets the influence the RSPCA Assured website has on their customers' purchasing choices.



“Customers often underestimate their power.

“Simply by choosing RSPCA Assured products every time they shop they can directly impact supermarket buying decisions.

“For example, customers' increasing preference for free range eggs over caged eggs has led to many supermarkets stocking only free range.”

Cliona Duffy, RSPCA Assured head of corporate partnerships



Finances

We are a charity and not-for-profit so the licence fee (or 'levy') and other membership fees help cover the cost of inspections. These fees are our only source of income and every penny is reinvested back into the scheme to promote higher animal welfare, conduct research and improve the lives of farm animals.

STATEMENT OF FINANCIAL ACTIVITIES

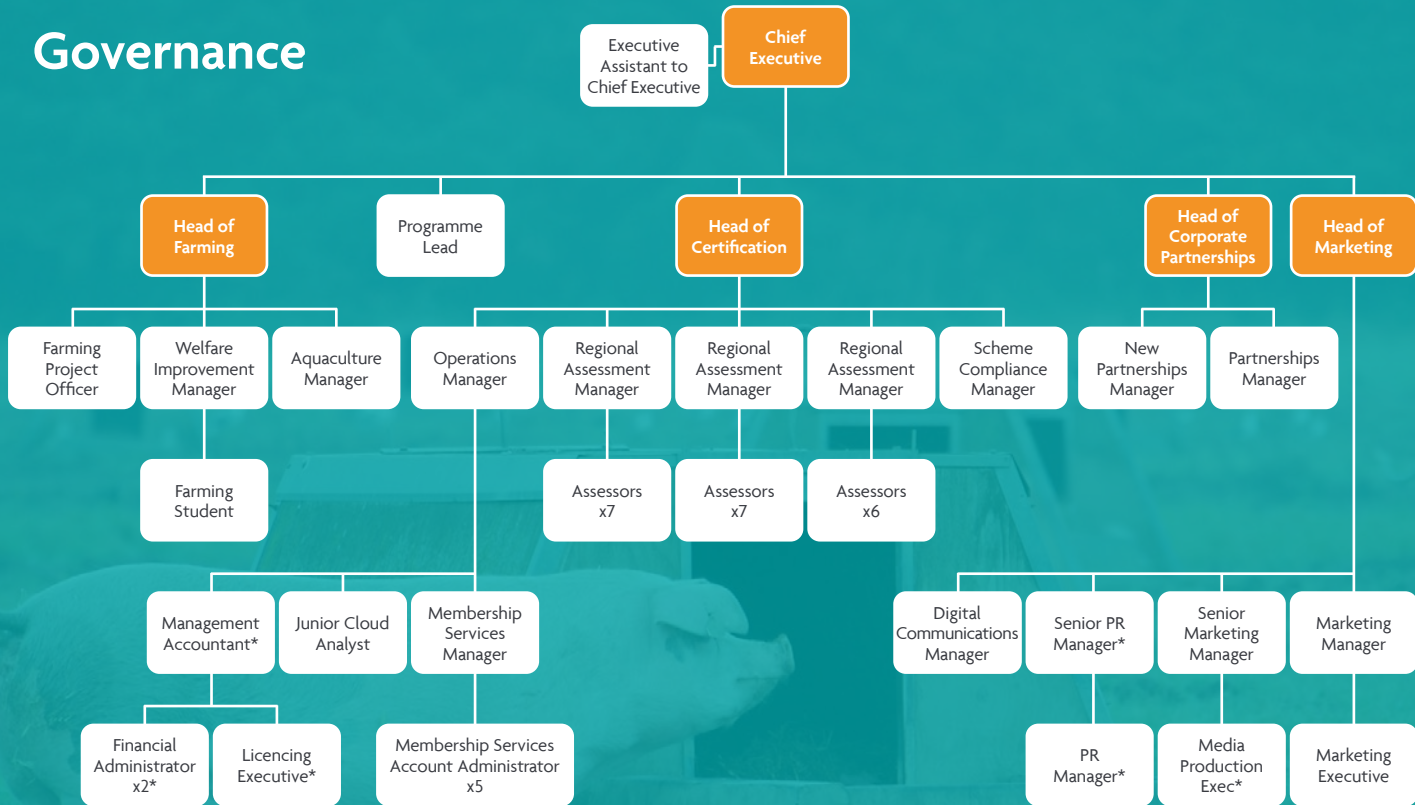
Year ended 31 December 2022	2022	2021	2020	2019
	£	£	£	£
Income from:				
Donations	80,000		0	380,000
Charitable activities	5,205,669	4,517,553	3,627,008	3,336,150
Other trading activities	10,720	7,003	11,970	3,756
Investments	2,242	182	992	2,057
Total income	5,298,631	4,524,738	3,639,970	3,721,963
Expenditure on:				
Charitable activities	4,285,932	3,710,340	3,409,500	3,719,906
Net movement in funds	1,012,699	814,398	230,470	2,057
Reconciliation of funds:				
Funds brought forward at 1 January 2022	2,437,659	1,623,261	1,392,791	1,390,734
Funds carried forward at 31 December 2022	3,450,358	2,437,659	1,623,261	1,392,791

All amounts relate to continuing operations. All gains and losses recognised in the current and preceding financial year are included in the statement of financial activities. This incorporates the income and expenditure account. All amounts relate to unrestricted funds.

The principal uncertainty currently facing the charity is the impact of the continuing inflationary pressure and rise in prices both for the industry and consumers. The industry is currently dealing with rising prices of fertiliser, animal feed and fuel, and labour shortages. This uncertainty is accentuated by the global events in Russia and Ukraine. The cost increases combined with lowered income for consumers could lead to a reduction in consumer sales due to consumers downgrading from higher welfare products like RSPCA Assured. While the evolving nature of the situation means it is not possible to accurately quantify the financial impact, the Charitable Company is in a good financial position having maintained good reserve levels as well as finishing the last financial year with a £1m surplus.

There has been no reduction in the licensing income due to these issues yet, with the current impact being mainly felt by organic ranges, rather than higher welfare. The Trustees and the Leadership Team are closely monitoring this. Further investment will continue into 2023 and 2024. Steps are being taken on an ongoing basis, to minimise the impact on the charitable company's activities and the effect this may have on the charitable company's impact.

Governance



■ = leadership team
 * = part time



Board of directors

Our board of directors consists of three non-executives and four RSPCA board members. It is chaired by David Smith and vice-chaired by Rene Olivieri.

Name	Role	Date of appointment
David Smith	Chair/ RSPCA Board Member	21 st November 2019
Rene Olivieri	Vice-Chair (RSPCA Board Member)	21 st November 2019
David Main	Non-Exec Board Member	17 th June 2021
Madeline Crawley	Non-Exec Board Member	5 th June 2018

Freedom Food is a wholly-owned subsidiary of the RSPCA, set up to administer the RSPCA's farm animal welfare labelling scheme, RSPCA Assured.

Freedom Food Ltd is a registered charitable trading company operating in the commercial field of food production from farmed animals. Its role is to promote and apply welfare standards drawn up by the RSPCA through marketing the RSPCA Assured labelling scheme. RSPCA Assured encourages farmers, hauliers, abattoirs and other businesses in the food supply chain to participate, educate and promote awareness with end-users and consumers of food products bearing the RSPCA Assured certification mark.

Registered Office: RSPCA Assured, Wilberforce Way, Southwater, Horsham, RH139RS
www.rspcaassured.org.uk 01403 286170 help@rspcaassured.org.uk
 Company No. 2723670 Charity Registered in England & Wales 1059879 and Scotland SC038199



“I’m proud to be associated with RSPCA Assured and want to go above and beyond with all standards of welfare for my pigs.

“I think good welfare has to be the future for the industry and I’m pleased consumers are increasingly understanding how important this is.

“When you see pigs interacting with straw and enjoying their surroundings you realise how they couldn’t thrive at all on slats* – which are not allowed by RSPCA Assured and for good reason.”

Steve Urwin, High House Farm, Northumberland

* Many pigs that are not reared to RSPCA standards are kept in crowded conditions, on bare slatted (like concrete grates) or concrete floors.

