

# Annual review 2018



# Contents

04 Membership services

06 Commercial development

12 Marketing

02

“2018 saw a distinct shift in food consumption behaviours, with the rise of veganism, ethical buying and increasing environmental awareness. This trend presents both challenges and opportunities for RSPCA Assured and for farm animal welfare more broadly, as interest in food morality continues to grow.

Co-op became the first UK-wide retailer to switch to 100% outdoor bred pork from RSPCA Assured farms. This is a major step forward in helping to improve pig welfare and we hope to see other retailers following suit.

Consumer awareness of RSPCA Assured continues to grow and we are doubling our investment in marketing for 2019 to maintain this trend.

As our exit of the European Union moves closer, the welfare of farm animals both in Britain and further afield is rising up the policy agenda. We are working with both the industry and the Government to address concerns and ensure that farm animal welfare remains a top priority post-Brexit.

I'd like to thank all of our partners for the crucial role that you have played in helping us get ever closer to our vision; to ensure that all farm animals have a good life and are treated with compassion and respect.”

**Clive Brazier, RSPCA Assured chief executive**



## About us

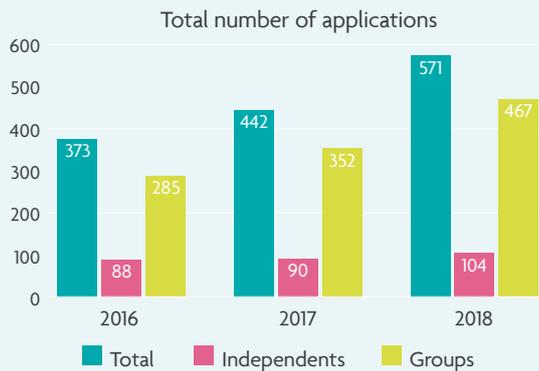
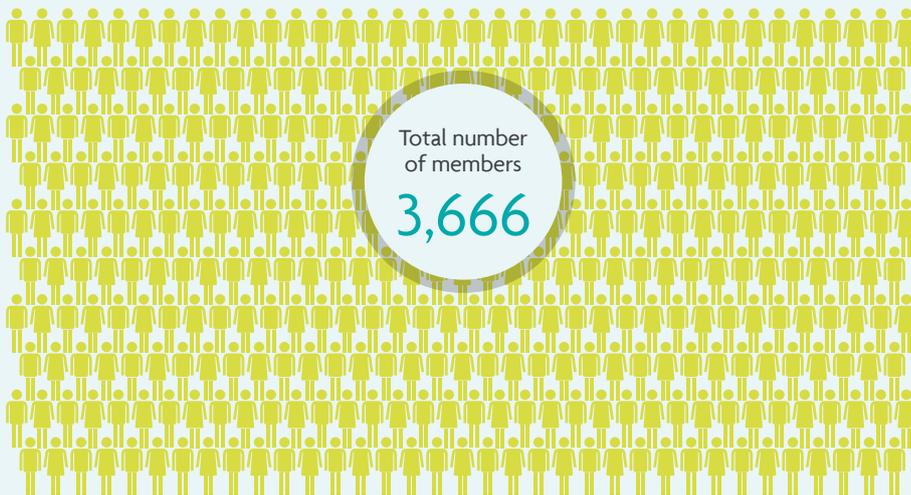
RSPCA Assured is the RSPCA's ethical food label dedicated to farm animal welfare.

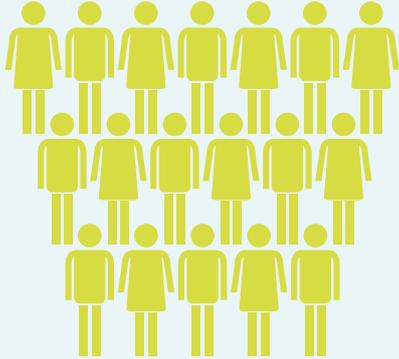
Our vision is for all farm animals to have a good life and be treated with compassion and respect.

The RSPCA Assured label makes it easy to recognise products from animals that have had a better life, so you can feel good about your choice when shopping and eating out.

If there's an RSPCA Assured label on the packaging of the eggs, fish, meat or dairy that you buy, you know the farms – and every stage of production – have been assessed and meet RSPCA animal welfare standards.

# Membership services





Number of  
RSPCA Assured  
assessors for 2018:

18

## Case study

**Bronek Wronski,  
RSPCA Assured senior  
assessor aquaculture**



**S**enior aquaculture assessor, Bronek, originally studied Agriculture at Krakow university and when he graduated, his lifelong interest in fish drew him to the world of aquaculture.

Bronek says, "I had been fishing for as long as I could remember, so when it came to deciding on a career path after university, the choice was simple. A masters degree in fish farming and ichtio biology was the perfect fit for me as it would combine my work with my passion". He completed the course in 2001.

Having worked as an internal auditor in the salmon industry, Bronek decided it was time for a change. "My philosophy in life is to really believe in what I'm doing. My decision to become an RSPCA Assured assessor wasn't an easy one, as I had a good job, but I knew that working for RSPCA Assured, I could really make a difference. I love the fact that the work we do improves the lives of animals and has a positive impact on aquaculture in general".

A typical day for Bronek starts early as he likes to get to the site he is assessing on time and, with many of these being located in the wilds of Scotland, this can take a few hours. He then carries out his assessments which involve meetings with the site's aquaculture team as well as the

inspection itself. The inspections include assessing sea enclosures as well as freshwater hatcheries/tanks/ponds/raceways. This usually takes between one and two hours, depending on the size of the site and whether any issues are identified during the inspection.

"I then head back to the site office and turn my attention to the paperwork; records related to the particular production cycle for example. I need to be very thorough so this can take up to three hours or more, depending on the outcome".

After the assessments have been completed, Bronek has a closing meeting with the farm, travels home, and rounds the day off with office work. Occasionally, Bronek has to travel abroad or stay in hotels due to the logistics of assessing remote farms, and he likes to make the most of this time by catching up on admin.

"The best part of being an RSPCA Assured assessor", says Bronek, "is the site assessments without a doubt. Meeting passionate producers and getting to travel around the beautiful Scottish landscape". In his spare time, Bronek enjoys wildlife photography, fishing and hill walking.

## Commercial development



06

Our commercial development team works to promote the RSPCA Assured scheme by engaging with members and stakeholders.

The team regularly attend meetings, conferences and events to inform, update and network with the food and farming industry – members, suppliers, retailers, foodservice, NGOs and government.

They also manage the supply chain audits and traceability of products through the supply chain.

### Chain of custody standards

In 2018, we launched a chain of custody audit standards document which is a significant step in protecting the integrity of our scheme. It gives consumers confidence that any products they purchase carrying the certification mark can be traced back to the farm.

Today's ethical consumer is increasingly aware of food provenance and the treatment of animals in the supply chain. This drive is stimulating the demand for fully traceable products, derived from ethically reared animals that have been treated with compassion and respect.

The new chain of custody standards have been sent to all supply chain members and have now come into force as a membership requirement.

### Supply chain auditing

Supply chain members are audited by Lloyd's Register (formally known as Acura) which completed a number of successful audits in 2018.

Lloyd's Register provides contract auditors for the food and farming industry, including the British Retail Consortium (BRC). They are conducting supply chain audits on behalf of RSPCA Assured using the new chain of custody standards.

So far, Lloyd's Register has completed 92% of the processor/packer audits allocated to it and the number of auditors has doubled during 2018.





**Number of RSPCA Assured Labelled Products**



## Case study

**Tony – Auditor of the Year**

John Anthony Higginson (known as Tony) is a contractor for Lloyd's Register (formerly known as Acoura). Tony carries out audits on behalf of RSPCA Assured, looking at all stages in meat processing and traceability.

Tony applies his wealth of knowledge and industry experience to advise and contact supply chain audits for RSPCA Assured, and has been involved in developing our new chain of custody standards.

Tony has worked his way up from the shop floor of an abattoir at the age of 16 to positions of senior management, working in just about every position in meat processing and animal handling.

In addition to auditing, Tony has received recognition for his lectures about his work and animal welfare. He has also contributed to seminars with the FSA (Food Standards Agency) and Defra (Department for Environment Food & Rural Affairs).

In November, Tony received a nomination and was awarded 'Best Auditor of the Year'.

Well done, Tony!

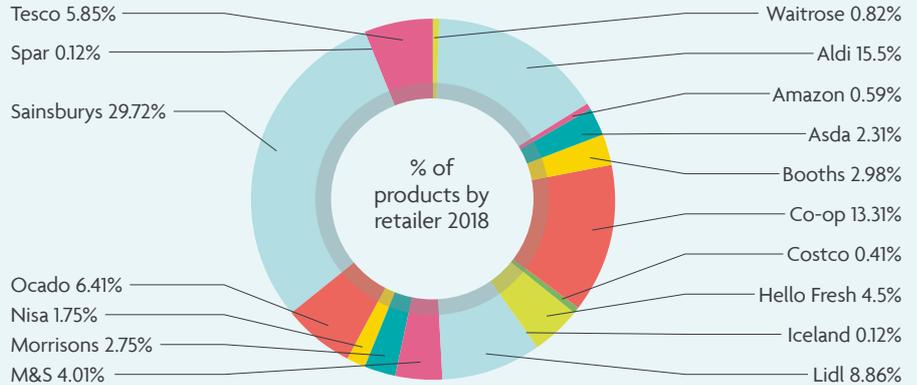


# Commercial development

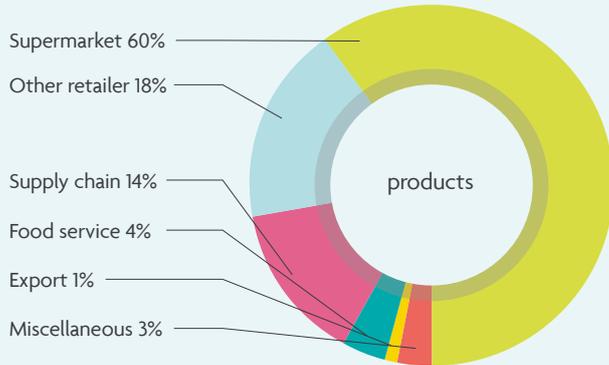


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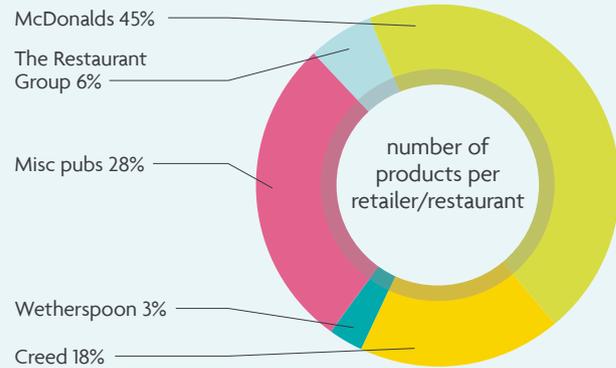
## Percentage of RSPCA Assured labelled products in 2018 by retailer



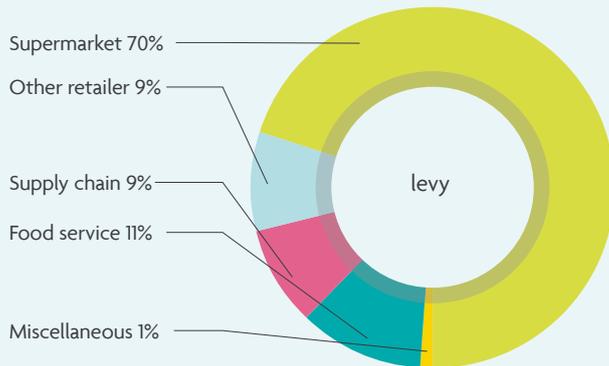
### Percentage of RSPCA Assured labelled products in 2018 by customer type



### Percentage of RSPCA Assured labelled products in 2018 by retailer/restaurant



### Percentage of levy\* paid in 2018 by customer type



\*A levy is the fee charged for use of the RSPCA Assured brand and/or label.

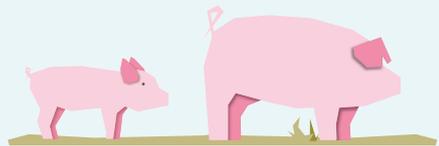
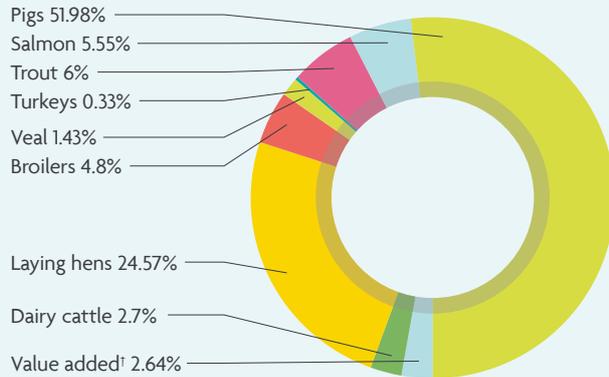
# Commercial development



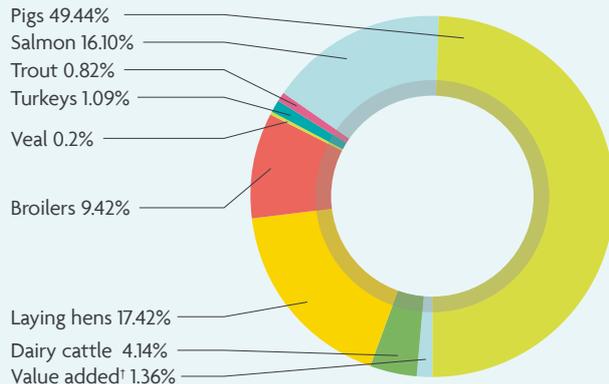
We are part of Defra's Public Procurement working group to promote our members and our scheme

10

## Percentage of RSPCA Assured labelled products in 2018 by species



## Percentage of levy\* paid in 2018 by species



\*A levy is the fee charged for use of the RSPCA Assured brand and/or label.

†'Value added' products are those that are not wholly RSPCA Assured, for example; a pie, sandwich or ready-meal.

### Retailer/food service/NGO/industry

We have engaged with a variety of food and farming industry bodies to garner support for our new chain of custody standard.

### London Food Board

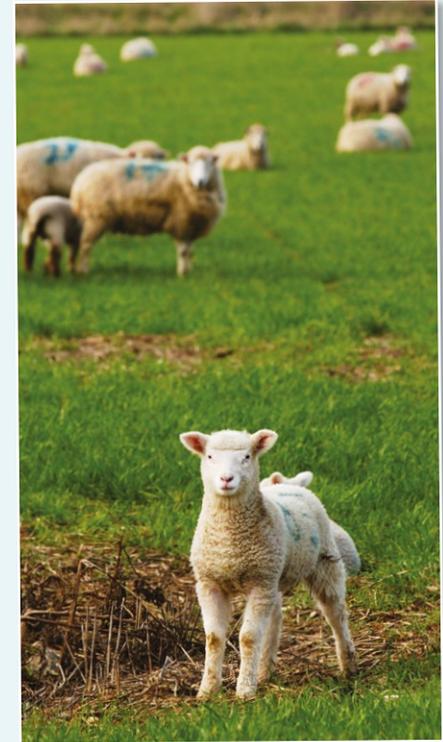
RSPCA Assured is featured several times within the Mayor of London, Sadiq Khan's, London Food Strategy which promotes optimum standards of animal feeding practices; supporting farmers who raise livestock to demonstrably higher standards of environmental protection and animal welfare such as RSPCA Assured. We are also part of Defra's Public Procurement working group to promote our members and the scheme. The Public Procurement Plan sets out what standards the public sector and suppliers are encouraged to follow when paying for food and catering services.



### Supporting industry events

We've had the opportunity to support several events to raise awareness of RSPCA Assured within the food and farming industry, including sponsoring the Young Farmer of the Year at the Farmer's Weekly Awards and the Retailer award at the Women in Meat Awards.

We were joined by key industry stakeholders and the events also contributed to a significant return on investment in terms of advertising and relationship management.



# Marketing

Around 38.5% of consumers are reducing the amount of meat or dairy they consume

12

## Target market

Since rebranding in 2014, our primary target audience has consisted of “standard plus” consumers; people who care about farm animal welfare, but cannot afford to consistently buy free range or organic products. These shoppers are more likely to buy products from higher welfare indoor systems, as they are slightly cheaper than free range or organic. This market typically consists of young professionals and young families.

In light of increasing evidence that attitudes to food were changing, we commissioned a research project in 2017 to better understand our audience. The findings of this research were published in 2018 and revealed that 38.5% of consumers are now reducing the amount of meat, fish, eggs and dairy they

consume, either consciously (15.8%) or subconsciously (22.7%).

We found that these groups, which we called “conscious” and “subconscious reducetarians” respectively, were incredibly similar to our existing target audience in terms of demographics and media habits, so we updated our targeting accordingly. This has since been rolled out across all our channels including social media and TV advertising, with great success.

## Messaging

Following our reducetarian research, we developed a new marketing message for 2018; “Eat less, eat better”. Understanding that financial restrictions played into the purchasing decisions of our target market, we set out to encourage consumers to reduce the amount of low welfare, poor quality meat, fish, eggs and dairy they buy, and to instead choose better, higher welfare options when they do make those purchases. The messaging was supported by a two-week recipe planner book, TV advertising and extensive social media promotion. We also took the opportunity to engage with other organisations on this message including Soil Association, LEAF and the Food Ethics Council by joining the Eating Better Alliance.

## Awareness of RSPCA Assured in 2018



## Advertising

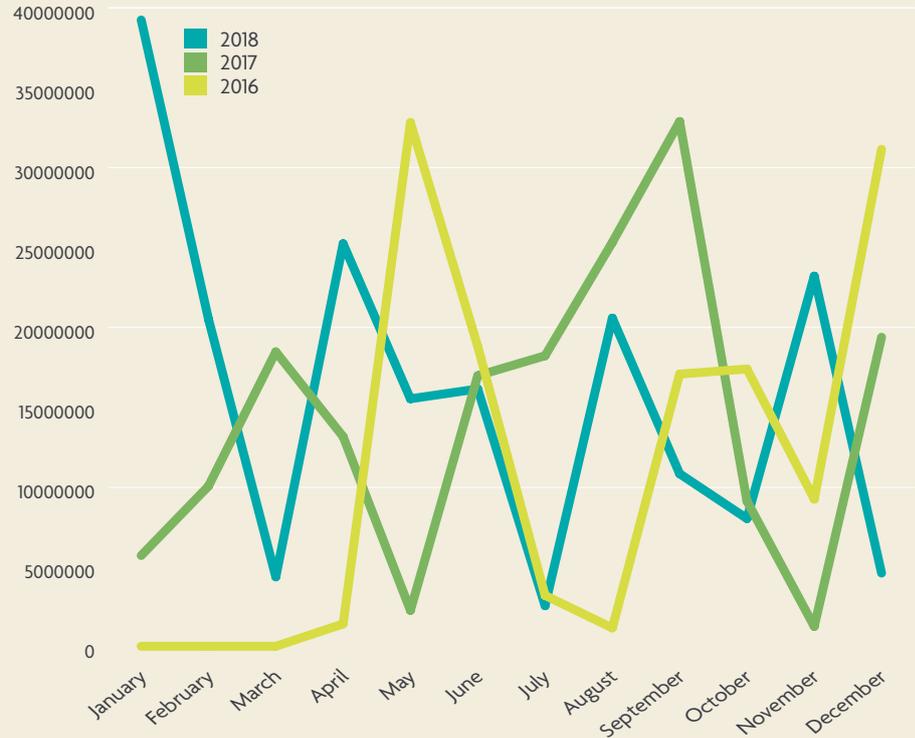
Following great results in 2017, we increased our investment in advertising in 2018. By reducing our television advert creative from 30 seconds to a 10 second format we were able to buy more advertising spots than ever before, with key spots during prime time shows including *Game of Thrones* and *Great British Bake Off: An Extra Slice*. We reached 15.6 million via TV in 2018.



## Press and media coverage

In 2018, media coverage of RSPCA Assured had a combined audience reach\* of 190.5 million – and media value of £2.04 million – an increase of 20% compared to reach in 2017

## Audience reach



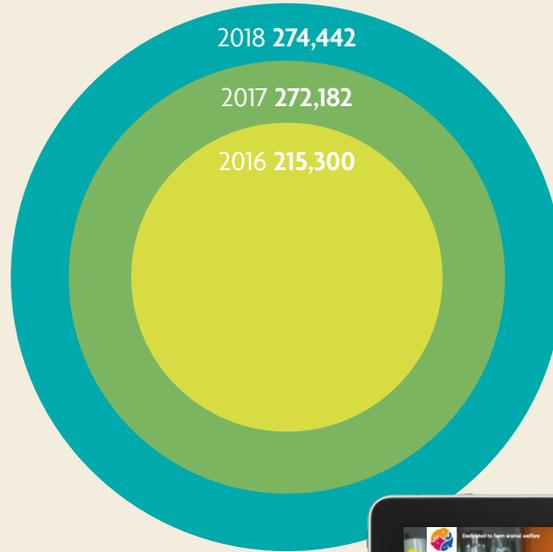
\*Audience reach is the number of people who had the opportunity to see or hear a media item about RSPCA Assured.

# Marketing



## Website

The total number of unique web visitors increased by 0.9% last year, going from 272,182 in 2017 to 274,442 in 2018.



## Social media

On average, we reached 832,256 people organically via social media in 2018.

832,256  
people



@rspcaassured



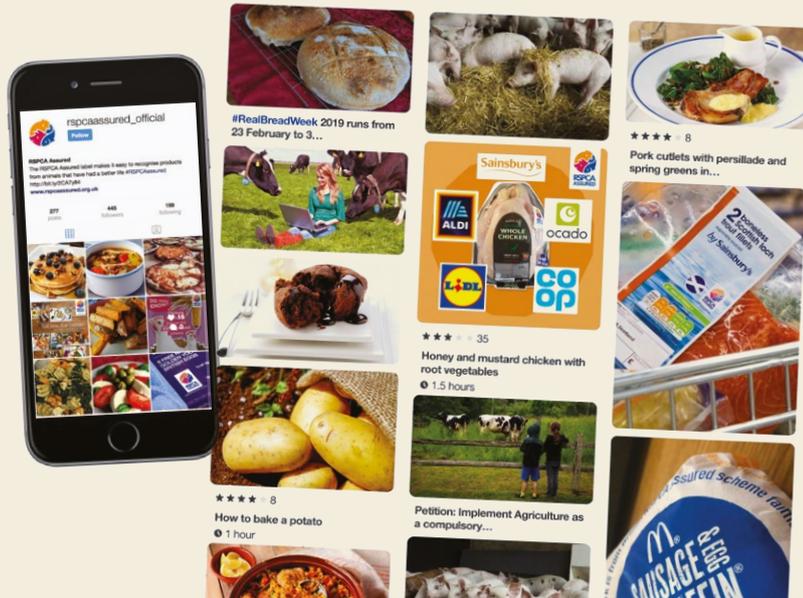
facebook.com/RSPCAAssured



@rspcaassured\_official



pinterest.co.uk/RSPCAAssured

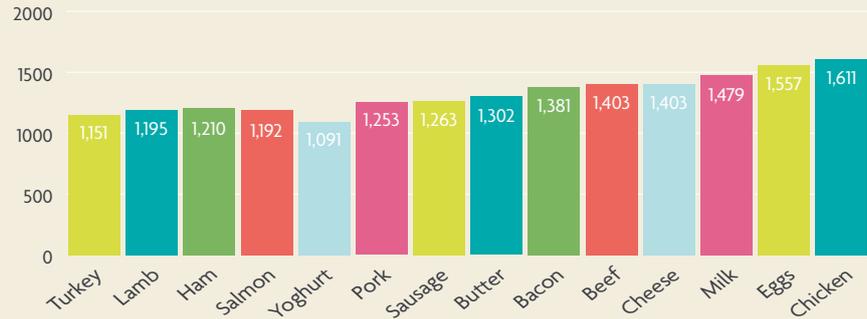


# Marketing

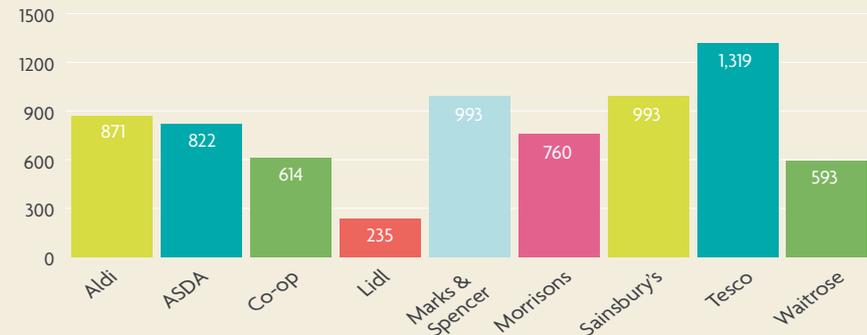


**Lobby your supermarket:** The 'lobby your supermarket' form on the RSPCA Assured website allows consumers who want to buy RSPCA Assured products to let the supermarkets know what they are looking for. By the end of 2018, 2,142 people had completed the form since it was launched.

## Demand for more RSPCA Assured products to be stocked

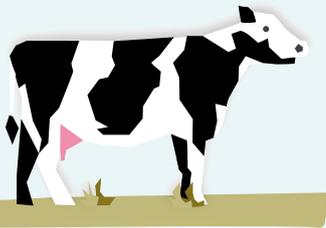


## Demand for retailers to stock more RSPCA Assured products



**Looking ahead:** Consumer trust is becoming a key focus for us, so we have commissioned research with MindLab International who are specialists in implicit testing to understand which aspects of assurance are most important to purchasers of RSPCA Assured products – not just in terms of animal welfare, but also in terms of environmental and other issues, whilst retaining a focus on animals.

We're also aware of how important consumer awareness is to our food industry partners, so we are doubling our investment in advertising in 2019. This allows us to look at new opportunities such as video-on-demand, podcasts and working with influencers, as well as extending the number of TV spots we can afford.



## Case study

**Charlotte Thomas,**  
RSPCA senior farm livestock officer



**R**SPCA senior farm livestock officer, Charlotte, grew up surrounded by animals. "My family owned a smallholding with horses, pigs, sheep, cattle, chickens and ducks. I loved it and was always outside with them".

Charlotte carried her love of agriculture through her degree in Animal Health at Harper Adams University College, which opened the doors for her first job as a research assistant looking into diseases affecting pigs. Before she became an RSPCA senior farm livestock officer, Charlotte was a trading standards officer and then a companion animal welfare officer.

"I'm extremely proud of the work the RSPCA does and the number of animals whose lives have improved because of it. As someone with a passion for farm animals, I knew this was the job for me as soon as I saw it advertised".

A typical work day for Charlotte involves travelling to farms in and around the South East. Many of the visits are unannounced so the farm has no

prior knowledge of the visit. Charlotte then inspects the animals on-site and looks at any relevant paperwork.

To conclude the visit, a report is produced which contains details of the inspection and any issues which may have been raised. This report is then explained to the member, and a copy is left with them on farm.

"The best part of my role is the animals, and they are the reason I enjoy my job so much", says Charlotte. "I love that every day is different; I could be visiting a pig unit in Oxfordshire one day and cattle on a National Trust farm in Hampshire the next. There is no other role that I could imagine myself doing, other than being surrounded by animals".

In her spare time, Charlotte likes to go walking with her two active little boys in the woodland that surrounds her home. Charlotte and her husband love to travel, and now their boys are older, they look forward to exploring different countries together.



# Accounts

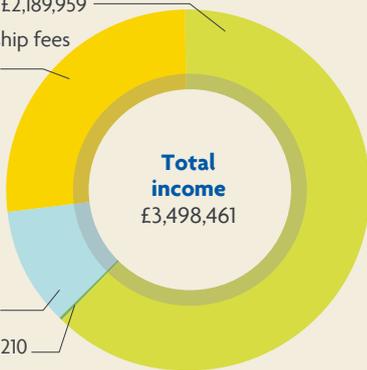
License fee for using the RSPCA Assured logo on products £2,189,959

Membership fees £926,292

Donated RSPCA Livestock Officer services £378,000

Other £4,210

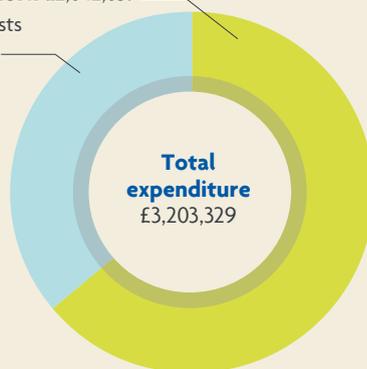
## Income



## Expenditure

Support costs £2,042,039

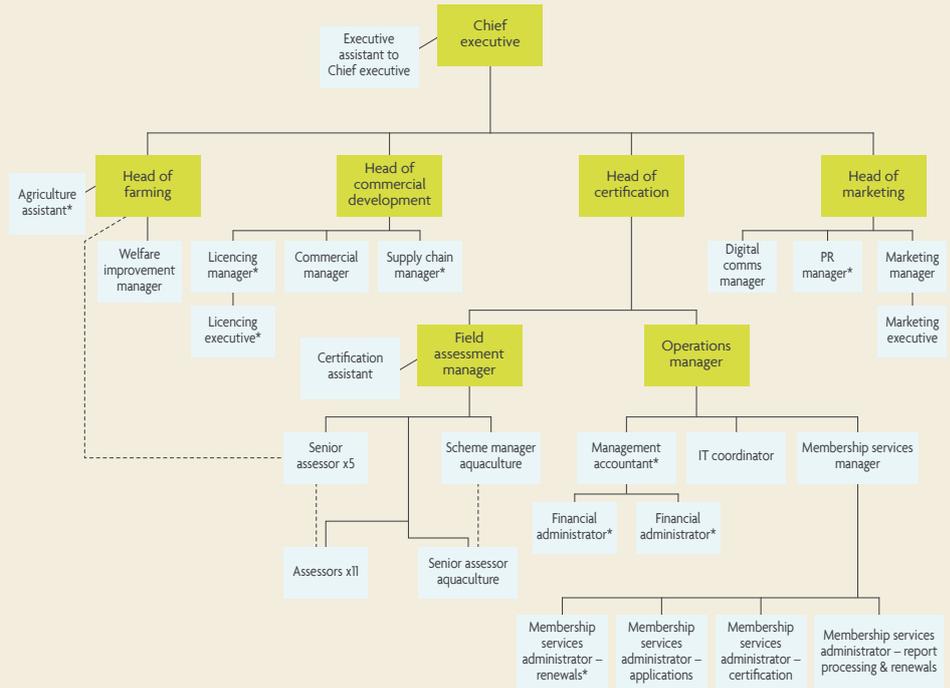
Direct costs £1,161,290



Any surplus is reinvested in improving farm animal welfare.

# Organogram

We made a few changes to roles within RSPCA Assured. Here is an organogram.



\* = part time

green box = member of the leadership team



**Our purpose:** To give people a high welfare choice by assuring animals are farmed to RSPCA welfare standards.

**Our vision:** All farm animals have a good life and are treated with compassion and respect.

**Our values:**

**E**ducation – Helping people of all ages become informed and compassionate consumers

**P**artnership – Working cooperatively with others for the benefit of farm animal welfare

**I**ntegrity – Acting with professionalism, accountability, honesty and transparency

**C**ompassion – Showing kindness and respect towards animals, people and our planet

Registered Office: RSPCA Assured, Wilberforce Way, Southwater, Horsham, RH13 9RS  
[www.rspcaassured.org.uk](http://www.rspcaassured.org.uk) t. 0300 123 0014 e. [help@rspcaassured.org.uk](mailto:help@rspcaassured.org.uk)  
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