

Your update

from RSPCA Assured



Welcome...

...to our third issue of our new e-newsletter! If you haven't received our previous e-newsletters, check them out [here](#). Read on for the latest from RSPCA Assured...

Great British Bake Off

By Xenia Kingsley, marketing manager

It's that time of year again; the bunting is out, the tent is ready and Noel's wardrobe is fit to burst with colourful shirts. That's right, the Great British Bake Off is back on our screens.

As we know (and as was parodied on the [official Channel 4 trailer](#)) people go absolutely mad for baking equipment and ingredients every time GBBO fever grips the nation. So we're taking the opportunity to spread the word of higher welfare farming, and to encourage shoppers to put RSPCA Assured eggs and milk in their baskets.

This year, we're investing more than ever in our Bake Off marketing, totalling £120,000. This includes a TV ad slot during the premiere episode which aired on Tuesday 27 August, as well as during the repeat showing on Sunday 1 Sept, and during the Friday spin-off show 'An Extra Slice'.

In total, we've invested £75k on TV and video on-demand, plus £45k on social media activity, including an influencer programme on Instagram. We'll be using the hashtag [#bakeitrspcaassured](#) on all of our posts and on our [website](#). If your social teams would like to use the hashtag in any of their GBBO posts, we will of course reciprocate with retweets and shares!

Now, on your marks, get set, bake!



Eating Better Alliance Roadmap

By Liam Kurzeja, head of marketing

Back in July, I attended the launch of the Eating Better Alliance's 'Better by half: roadmap' event which included speakers from parliament, retail, foodservice and the farming industry.

The aim of the roadmap is to achieve a 50% reduction in meat and dairy consumption in the UK by 2030, and for a transition to 'better' meat and dairy, such as RSPCA Assured, as standard. The justification being that this will be better for the environment, our health, for land use, animal welfare and social justice.

The Alliance says, the "Better by half: a roadmap to less and better meat and dairy provides actions to create an enabling environment to drive the necessary transformation in eating habits." Given that RSPCA Assured members represent 'better' meat and dairy, we believe the roadmap will create opportunities for our members and partners.

For more information click [here](#)



Customer relationship efforts

By Neil Scott, head of certification

RSPCA Assured is currently in the process of replacing its existing Mendix database with a solution from Salesforce. If you haven't heard of Salesforce, it is the world's no.1 customer relationship management platform and it will allow us to greatly improve the assurance service we provide to your suppliers.

The system will offer a number of benefits over our current solution, not least allowing members much greater control over the management of their own membership. Salesforce communities will allow members to log in and see the status of each of their sites: the progress of applications and renewals, payments, pending assessments, non-compliances and more!

In time this will provide us with much more detailed data about levels of compliance, for example, with the scheme. Some of which we hope we will be able to share with our partners. It is still early days and we are currently on track to pilot the new system around the middle of next year (2020).

Trading Standards

By Lydia Stratton, head of commercial development

I am pleased to announce that RSPCA Assured has signed a Primary Authority Partnership with East Sussex Council. This has now been nominated by the

Secretary of State and is listed on the [Primary Authority Register](#).

The objectives of the partnership are to help us to maintain the integrity of the RSPCA Assured Scheme and act as a single point of contact for Trading Standards. They gather intelligence from other Trading Standards services and will support us as required.

The RSPCA Assured name and logo are registered certification marks. The misuse of the marks could constitute an offence under the Consumer Protection from Unfair Trading Regulations. The regulations set out what is classed as an unfair commercial practice which includes a practice which would materially distort the economic behaviour of the average consumer. This could include a consumer purchasing a product based on the display of the RSPCA Assured name or logo.

If you have any queries, please [contact us](#).

Mapping the supply chain

By Lydia Stratton, head of commercial development

To support our supplier chain of custody standard requirement, I am pleased to announce RSPCA Assured has agreed to use the [Authenticate](#) platform to map our members' supply chains.

The platform will give a live and dynamic view of the supply chain along with technical sourcing data, accreditations and certifications. This will help us by providing supply chain transparency and compliance for the use of the RSPCA Assured certification marks.

If you have any queries, please [contact us](#).

Best wishes,

RSPCA Assured

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