

Your update

from RSPCA Assured



Remote Assessments

By Neil Scott, Head of Certification

To update you, we have been working with our certification body to write and test remote assessment protocols.

These will be as similar to our physical on-site assessments as possible, to ensure our members' continued certification. They will also reduce the need to carry out numerous follow-up visits once the current situation improves.

We are making every effort to do this in a way that minimises any negative impact on our members at what is a difficult time for us all.

These remote assessment protocols include trialling virtual farm assessments, where possible, and we are pleased to say that so far they have gone very well. We hope to roll them out to the rest of our species producers imminently.

For more information, please [visit our website](#).

RSPCA Assured Main Phone Line

By David Salisbury, Operations Manager

Great news. We now have a new phone system for RSPCA Assured Head Office teams to ensure that we can communicate with our members and contacts even better than before.

Please note that the main phone line has now changed to 01403 286170. You will be able to select the department you wish to speak to and be put straight through. Please update your contact list accordingly.



Our Latest TV Ad

By Liam Kurzeja, Head of Marketing

Our television adverts usually encourage shoppers to look out for higher welfare products, such as RSPCA Assured.

However, in this current climate, we wanted to express our support to farmers, and our thanks for continuing to provide food for the nation at a time of high demand.

Our ad was shown during premium slots including Jamie Oliver's *Keep Cooking and Carry On*, *The Great Celebrity Bake Off (SU2C)*, and *Sunday Brunch*. [View it here.](#)

We would also like to extend our thanks to you, and all of our supply chain members, for your continuous hard work, and the assurance you give to consumers that they can still buy essentials and shop safely in these uncertain times. Thank you.

Best wishes,

RSPCA Assured

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