

RSPCA Assured launches sizzling summer barbecue campaign

Food label scheme encourages people to opt for higher welfare meat for their barbecues this summer

Thursday 20 July 2023

RSPCA Assured has today (Thursday 20th July) launched its sizzling summer campaign which encourages consumers to buy higher welfare chicken and pork for their barbecues.

As we enter the Great British barbecue season, RSPCA Assured, the RSPCA's ethical food label and farm assurance scheme, has launched a new advertising campaign to highlight the importance of buying higher welfare products.



The 30-second advert follows a group of people at a barbecue cooking chicken burgers, sausages, kebabs and corn on the cob. The advert will appear across the Channel 4 network from 20th July - 31st July with a kick-off spot on Sunday Brunch, as well as appearing alongside programmes such as Bake Off: The Professionals, Supermarkets Unwrapped, Jamie's £1 Wonders and Come Dine With Me.

Xenia Kingsley, senior marketing manager at RSPCA Assured, said: "We're all fired up about our new summer barbecue campaign. It focuses on encouraging those who already eat meat to consider farm animal welfare this barbecue season and opt for higher welfare chicken and pork.

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RSPCA Assured news



“We are a nation of animal lovers and we all love a good barbecue as soon as we get even a little bit of sunshine so we wanted to show the public that by buying RSPCA Assured labelled products they can be reassured that the animals have been cared for to the RSPCA’s strict higher welfare standards, and have been treated with compassion and respect.”

The [advert](#) will also appear on Meta (Facebook, Instagram), TikTok, YouTube and there will be 350 out of home digital display ads on high streets and retail parks across the country. RSPCA Assured labelled products can be found in all major supermarkets including Aldi, Asda, Co-op, Lidl, Marks and Spencer, Morrisons, Sainsbury’s and Tesco.

Find out more about [chicken](#) and [pig](#) welfare on the RSPCA Assured scheme.

To watch the advert, visit: https://www.youtube.com/watch?v=_IBuHsldw80

Ends

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