

Annual review 2017



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“2017 saw some major steps forward for RSPCA Assured – and most importantly, for farm animal welfare.

“M&S became the first major retailer to source its non-organic, fresh milk from RSPCA Assured dairy farms.

“This means thousands more dairy cows now have a better life, reared to RSPCA welfare standards – and for the first time ever, consumers can buy RSPCA Assured labelled milk in a high street retailer.

“This is a major step forward for dairy cow welfare and we hope other retailers will follow suit.

“Support for the RSPCA Assured label has continued to grow and we’ve seen increases in both membership and the number of animals on the scheme.

“We thank all our partners both old and new for the crucial part they play in helping to improve the welfare of farm animals.”

Clive Brazier, RSPCA Assured chief executive



Good welfare is good business

We are the RSPCA's farm animal welfare assurance scheme and ethical food label.

The RSPCA Assured label makes it easy for shoppers and diners to recognise products from animals that have had a better life, so they can feel confident and good about their choice.

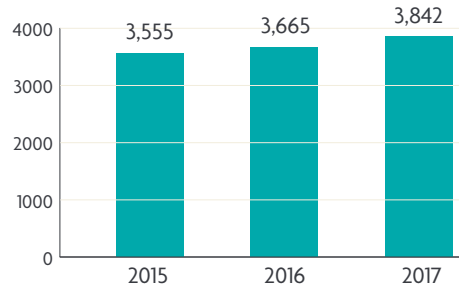
We check that farm animals are well cared for to RSPCA welfare standards throughout their lives.

Membership services

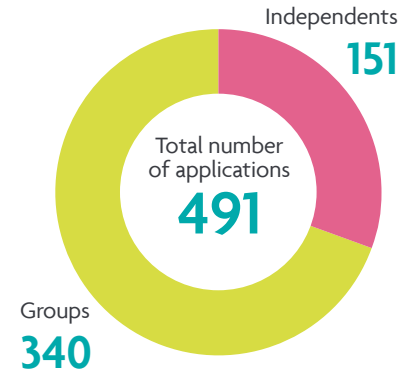
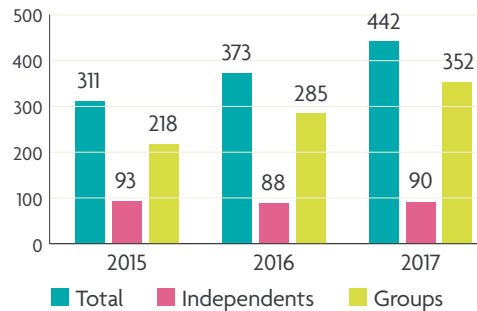
Our membership services team looks after our members, from application through to renewal.



Total number of members by year



Number of successful applications by year



Assessments

Our highly qualified field assessor team carries out annual assessments, ensuring compliance with the RSPCA welfare standards.



Number of RSPCA Assured assessors

2017: **17**

2016: **13**

Case study: Rob Howorth

RSPCA Assured senior assessor

Rob has had a passion for agriculture and the countryside for as long as he can remember. He said: "From the age of around 10 I 'helped' a local farmer during the school holidays on his upland mixed species farm near our home on the edge of the North York Moors."

He then went on to study at Askham Bryan College in York, then worked on a number of farms with several species including dairy, beef, sheep, poultry, pigs and arable, before renting and running his own pig unit in North Lincolnshire.

When he chose to leave pig farming, Rob began doing farm assurance assessments as a contractor, alongside agricultural contracting, crop spraying and spraying proficiency testing. "Throughout my career, animal welfare has always been paramount on every farm and species I have worked with, so it was an easy decision when the opportunity arose to

work as a contract assessor and later as a full time member of the RSPCA Assured assessor team," he said.

A typical work day for Rob involves two farm assessments, travel to and from the farms, and completing associated administration.

The best and most rewarding part of the job for Rob is speaking to producers who are obviously passionate about the animals and their welfare.

He said, "It's great to see both the animals and the farmers' business benefit from the scheme. One of the benefits of the job is variety, so no two days are the same! The job entails travelling to some beautiful places."

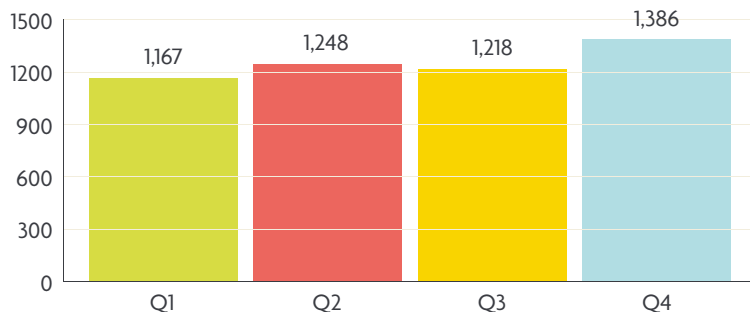
When he's not working, Rob likes to spend time walking in the Yorkshire Dales and the Lake District with his wife and their dog.

He also plays the cornet in a brass band and enjoys woodturning when time allows.

Commercial development

Our commercial development team supports food businesses looking to find RSPCA Assured producers and helps them take advantage of growing consumer demand for high welfare food.

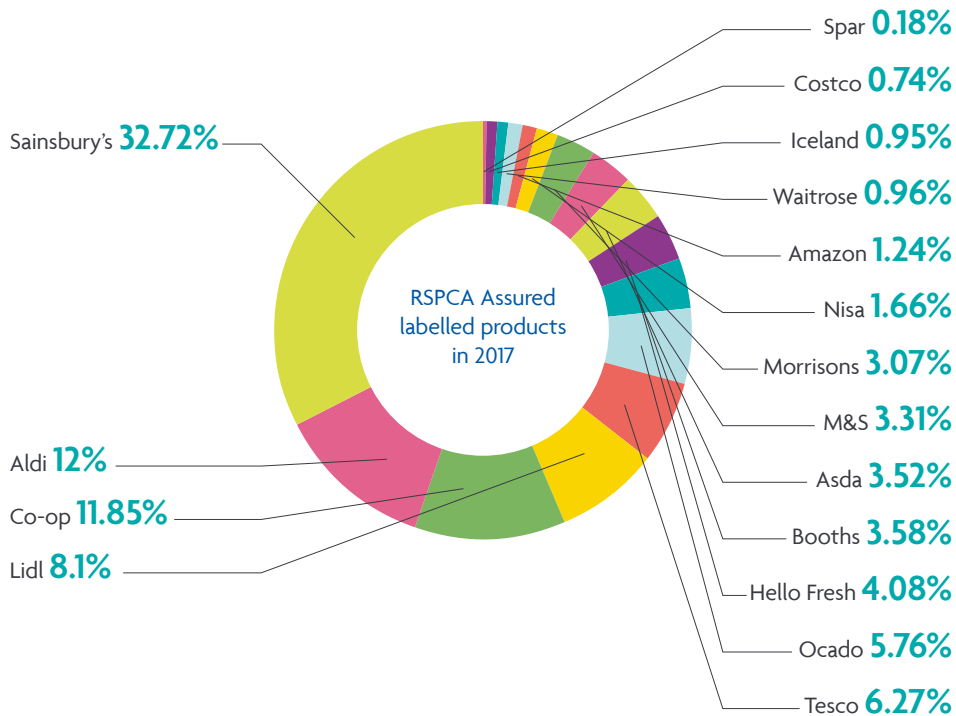
Number of RSPCA Assured labelled products in 2017



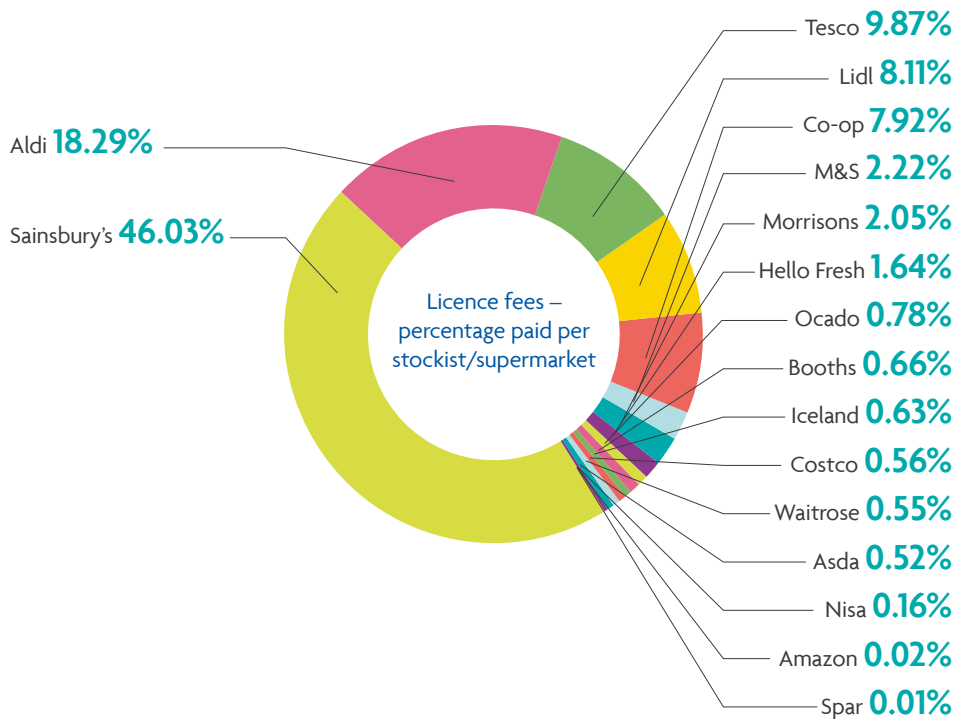
RSPCA Assured products must be clearly documented throughout the supply chain to ensure transparency and traceability.

During 2017 we introduced improvements to supply chain traceability and auditing standards.









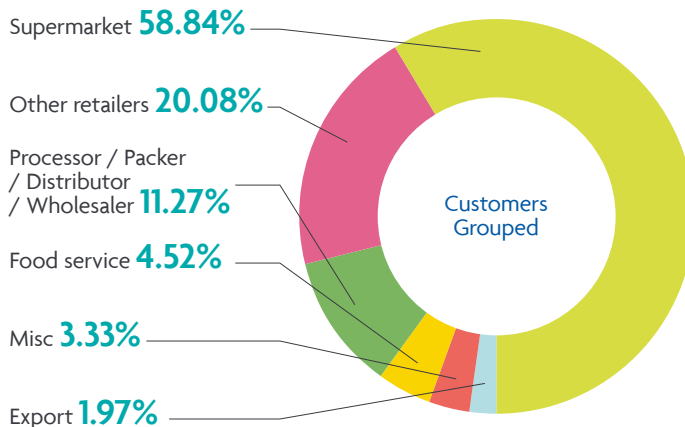
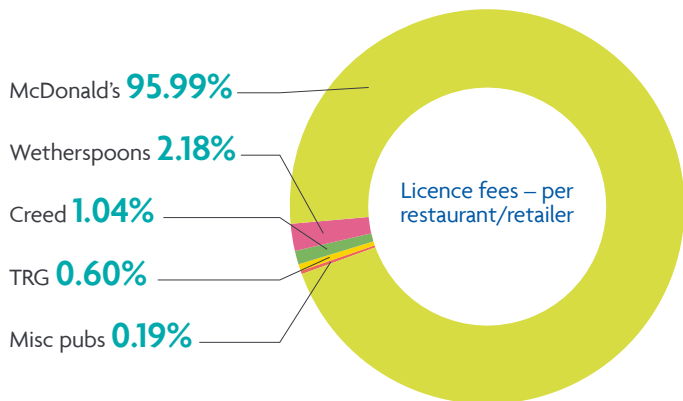
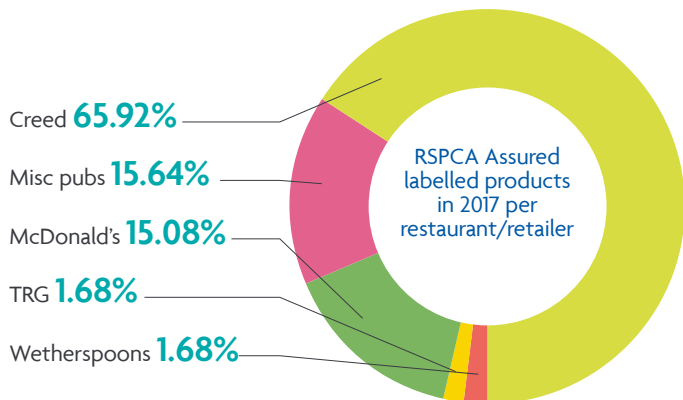
M&S dairy farms become RSPCA Assured

In 2017, Marks and Spencer became the first major retailer to source its fresh milk from RSPCA Assured dairy farms. The M&S fresh milk packaging now carries the RSPCA Assured logo on more than 40 products – all Simply M&S branded milk (one, two and four pints, skimmed, semi-skimmed and whole fat).

“We know how much animal welfare matters to our customers and they expect the highest standards. RSPCA Assured standards are the toughest in the business. I’m pleased to say every farmer has stepped up and delivered everything we and RSPCA Assured asked of them.”

Steve McLean, head of agriculture and fisheries at M&S

Commercial development



The Restaurant Group

TRG have placed RSPCA Assured plaques at 30 of their concession restaurants.

Frankie & Benny's (part of TRG)

Frankie & Benny's will be featuring the RSPCA Assured logo on all of their breakfast menus.

Acoura

We are pleased to announce that we have appointed Acoura as the new independent auditor of our processor/packer and intermediary members. To help streamline the auditing process, members who are certified to tag their RSPCA Assured audits onto the back of their BRC audits with Acoura.

“We know that protecting animal welfare is a top priority for our customers. We are proud to stock more RSPCA Assured products than any other supermarket, making us responsible for over 50% of total RSPCA Assured sales. As well as this, we're driving animal health and welfare by working with our Development Group farmers to share best practice across our supply chains.”

Beth Hart, Head of Agriculture and Sourcing, Sainsbury's



Marketing

Our marketing team aims to increase consumer awareness of the RSPCA Assured label through advertising, media, web and social media activities.

Our target market

At RSPCA Assured we try to communicate the farm animal welfare message to young professionals and young parents, typically between the ages of 25-44.

This audience is often educated and concerned about farm animal welfare, but cannot afford free range or organic every week. So, more affordable indoor products with the RSPCA's assurance appeals to them.

They are more likely to live in the North or South than the Midlands, be employed, tend to be lower middle or skilled working class and have a higher than average use of gadgets and the internet.

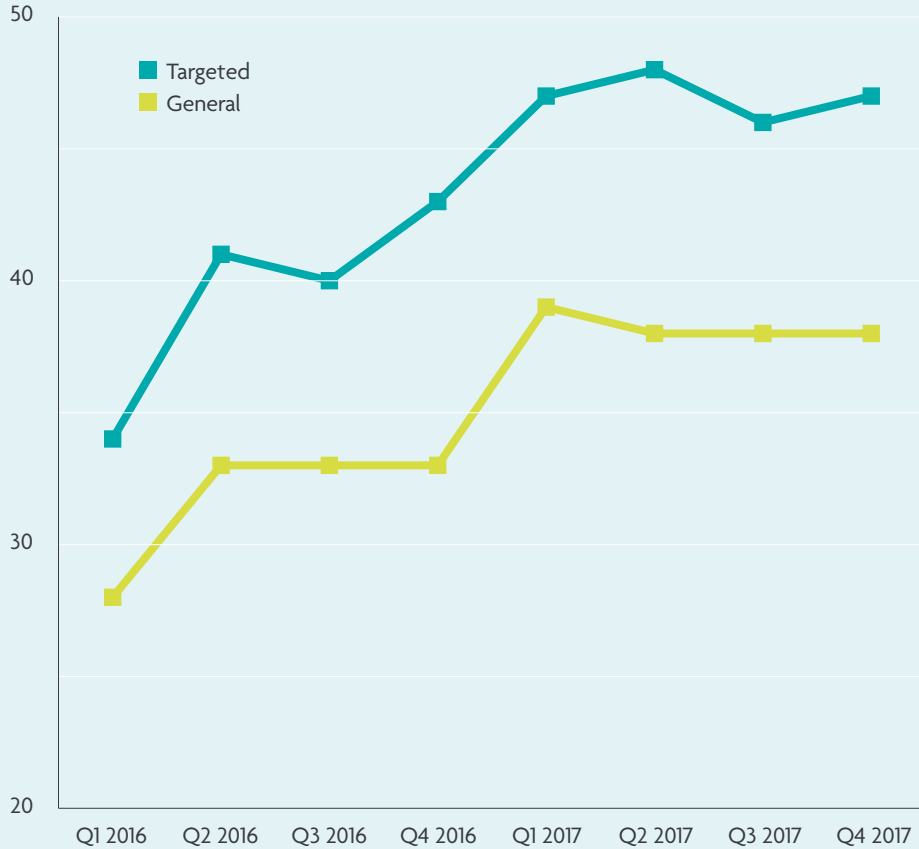
Awareness of RSPCA Assured

In 2017, general prompted awareness increased by five percentage points from 33% in Q4 2016 to 38% in Q4 2017. Targeted prompted awareness increased by four percentage points from 43% to 47%.

This is really positive progress for our retail and food service partners, members and – most importantly – farm animals.

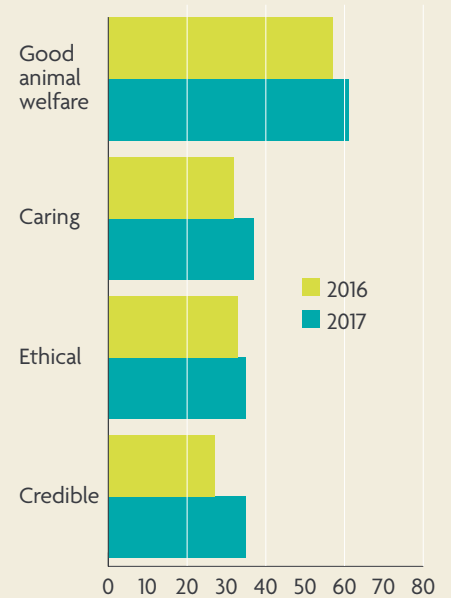


Awareness of RSPCA Assured



Brand perception

'Good animal welfare', 'caring', 'ethical' and 'credible' are the words our audience most associate with our brand. We were pleased to see that these positive associations have increased in 2017.



Marketing

Advertising

We invested over a quarter of a million pounds in TV advertising last year with spots during popular programmes on Channel 4, Sky and partner channels. These included Jamie & Jimmy's Friday Night Feast, Sunday Brunch and Come Dine With Me.



RSPCA Assured talks dairy calf welfare on BBC Countryfile

The issue of what happens to male dairy calves was featured on BBC Countryfile on Sunday 13 August 2017 and included an interview with RSPCA Assured's very own Joe Bailey (right).

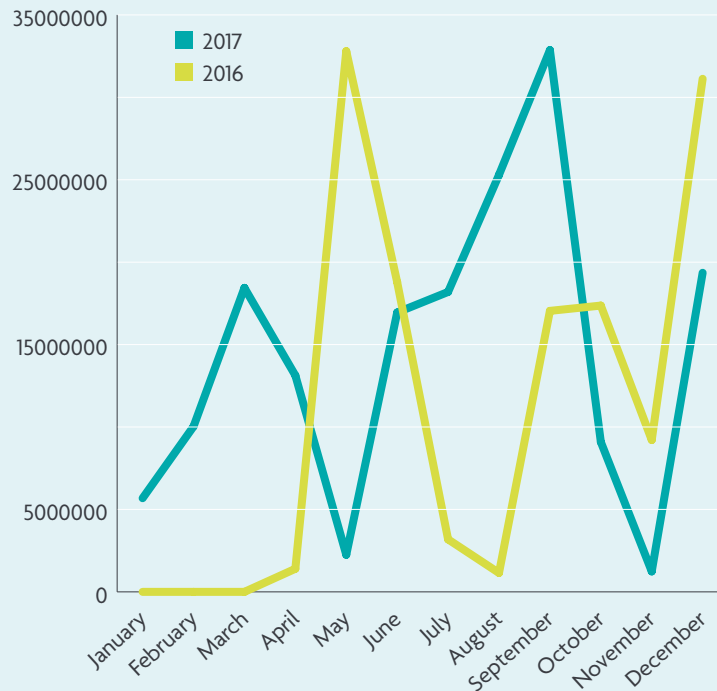


The farming industry has been working hard for a number of years in conjunction with organisations like the RSPCA to find a market for bull calves.

For more information on the story, visit the RSPCA Assured website: <http://bit.ly/2BOerOF>

Press coverage

In 2017 media coverage of RSPCA Assured had a combined circulation of 159,392,345 – and media value of £2.27 million – a 17% increase compared to circulation in 2016.



M&S launches the first ever RSPCA assured milk

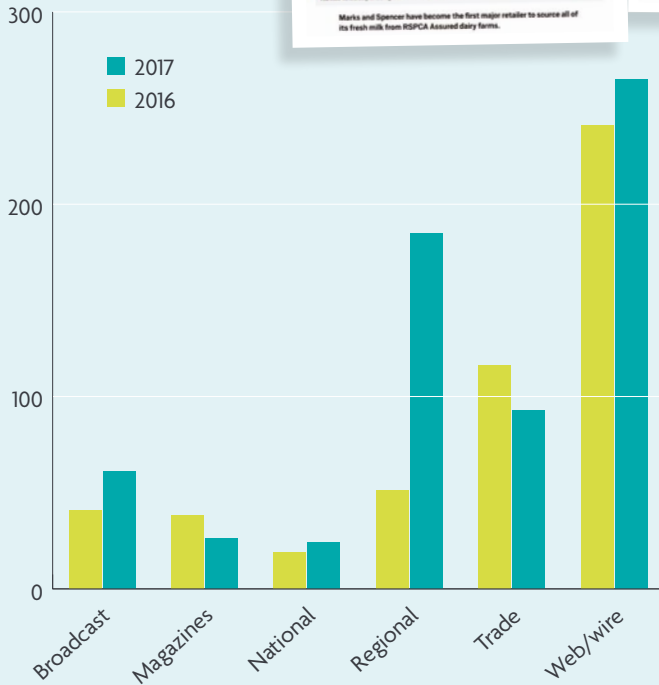


The new milk is a step in the right direction for animal welfare (Photo: Getty/Marks.co.uk)

Marks and Spencer have become the first major retailer to source all of its fresh milk from RSPCA Assured dairy farms.



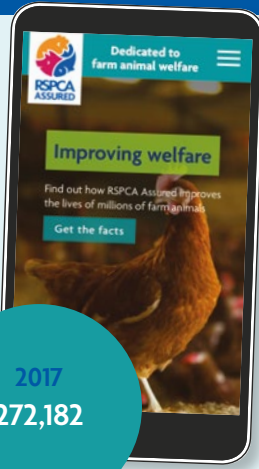
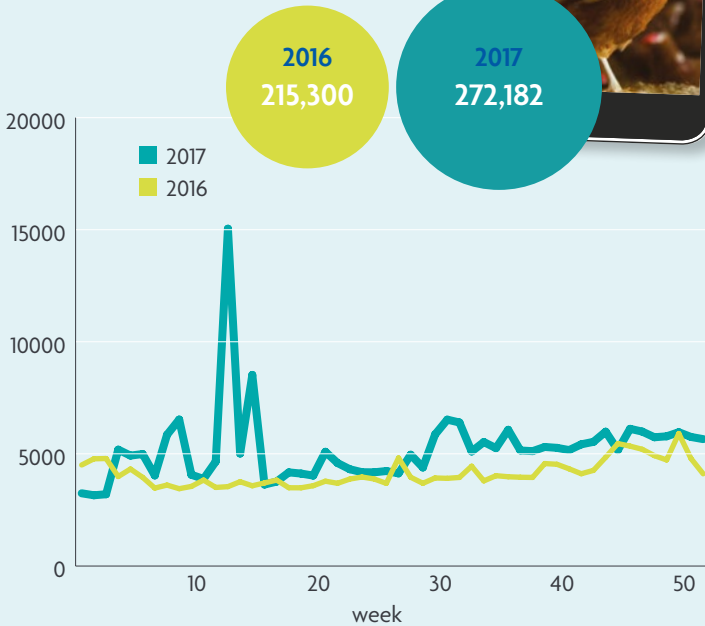
Media coverage



Marketing

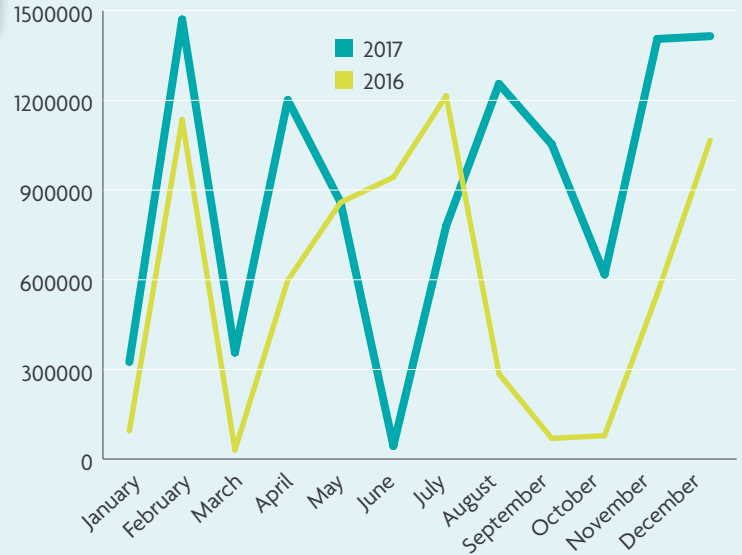
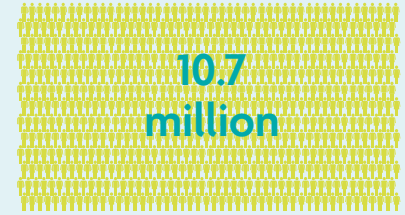
Website

The total number of unique web visitors increased 21% last year from 215,300 in 2016 to 272,182 in 2017.



Social media

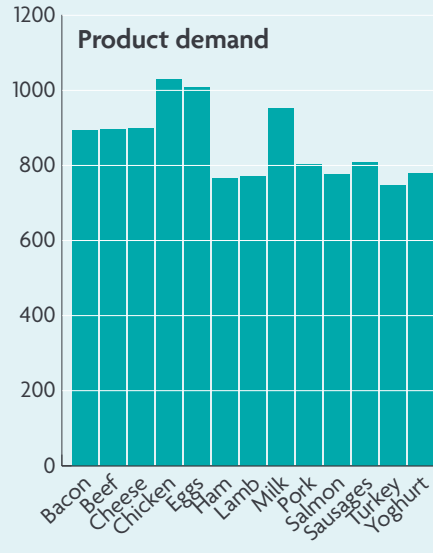
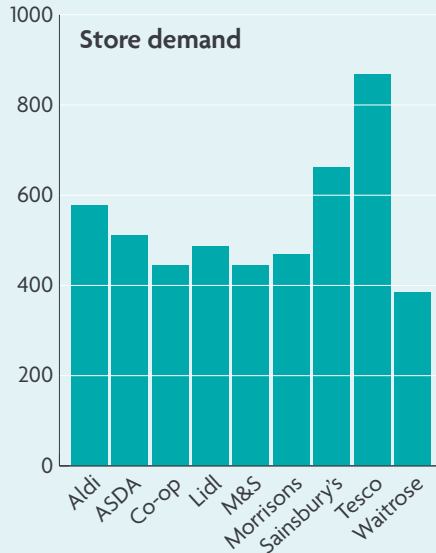
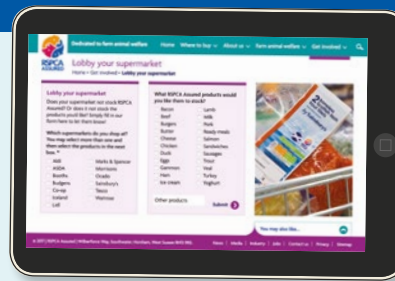
We reached 10.7 million people via social media in 2017 – an increase of 36% compared to 2016.



Lobby your supermarket

We introduced a new 'lobby your supermarket' form to the RSPCA Assured website in 2017.

This allows consumers who want to buy RSPCA Assured products to let the supermarkets know, and also tell them the products they are looking for. We set a target of 1,000 people completing the form by the end of 2017 and we achieved 1,406.



Looking ahead

In 2018 we will be turning our attention to the 'reducetarian' trend, where increasing numbers of people are reducing the amount of meat, fish, eggs and dairy they consume. By engaging with this audience – who share overlap with our existing young professional and parent target audience – through our *eat less, eat better* slogan, we hope to encourage them to choose RSPCA Assured products.



Animal numbers and species penetration 2017

Scheme numbers for December 2017 and DEFRA 2016, plus species penetration percentage – broken down into species

Beef

Scheme numbers December 2017 – 6,000
DEFRA 2016 – 1,554,000
Species penetration – 0.4%



Ducks

Scheme numbers December 2017 – 0
DEFRA 2016 – 4,468,000
Species penetration – 0%



Turkey

Scheme numbers December 2017 – 2,085,000
DEFRA 2016 – 6,702,000
Species penetration – 31.1%



Veal

Scheme numbers December 2017 – 3,000
DEFRA 2016 – 117,000
Species penetration – 2.2%



Laying hens

Scheme numbers December 2017 – 34,361,000
DEFRA 2016 – 38,058,000
Species penetration – 90.3% (non-caged hens)



Salmon

Scheme numbers December 2017 – 203,038,000
DEFRA 2012 – 294,251,000
Species penetration – 69.0%



Chickens

Scheme numbers December 2017 – 11,466,000
DEFRA 2016 – 840,856,000
Species penetration – 1.4%



Pigs

Scheme numbers December 2017 – 3,210,000
DEFRA 2016 – 11,799,000
Species penetration – 27.2%



Trout

Scheme numbers December 2017 – 25,003,000



Dairy cattle

Scheme numbers December 2017 – 18,000
DEFRA 2016 – 1,898,000
Species penetration – 1.0%



Sheep

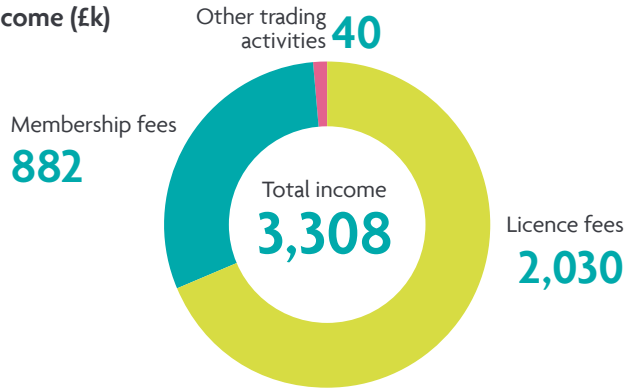
Scheme numbers December 2017 – 15,000
DEFRA 2016 – 23,819,000
Species penetration – 0.1%



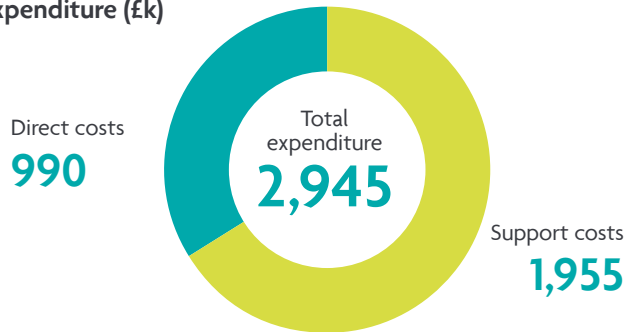
Total number of animals
on scheme – **279,205,000**

Accounts

Income (£k)



Expenditure (£k)



*Any surplus is reinvested in improving farm animal welfare.



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:

Education – Helping people of all ages become informed and compassionate consumers

Partnership – Working cooperatively with others for the benefit of farm animal welfare

Integrity – Acting with professionalism, accountability, honesty and transparency

Compassion – Showing kindness and respect towards animals, people and our planet