

Good welfare is good business

30 April 2015

Jeremy Cooper
CEO



FREEDOM FOOD
Dedicated to farm animal welfare



What I'll be talking about

1. The scheme and its achievements
2. Understanding and engaging consumers
3. Understanding and engaging retailers
4. Our plan for success



Who we are, what we do and how we do it

- The RSPCA's farm animal welfare assurance scheme and ethical food label
- Assess hatcheries, farms, hauliers and abattoirs to RSPCA welfare standards
- Help producers achieve the best possible care for their animals throughout their lives
- Experienced team of Freedom Food assessors carry out annual assessments
- In addition to independent monitoring visits from RSPCA farm livestock officers



The RSPCA Assured mark makes it easy for your customers to recognise products from farm animals that had a better life, so that they can feel confident and good about their choice.

Five things you may not know about us

1. Recognised as the only assurance scheme dedicated to farm animal welfare in Europe
2. Recognised by the UK government as a 'higher level' scheme
3. UKAS accredited by NSF International to ISO 17065
4. Entirely independent from the food and farming industries
5. Only scheme independently endorsed and monitored by the RSPCA

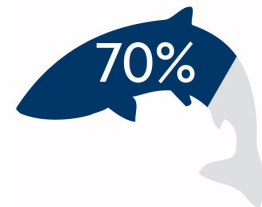
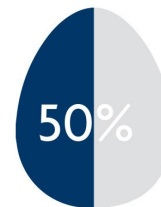
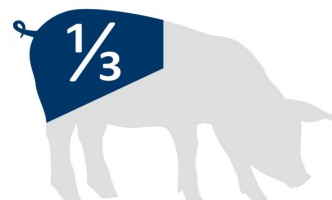
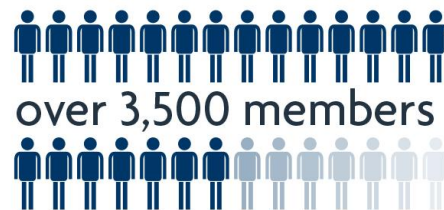


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Key achievements

- Over 3,500 members
- One billion terrestrial farm animals
- Over 2,000 labelled products
- Almost a third of UK pigs
- Half of all UK egg production
- 70%+ of Scottish salmon production
- Animal Welfare Officers at abattoirs
- Compulsory CCTV in abattoirs
- Veterinary health plans



A bit about consumers

- Time poor, so keep it simple
- Want value
- Hate decisions
- Emotionally driven
- Concerned about self-image
- Socially influenced
- Segment
- Like relationships



Understanding our consumers

- Accompanied shopping trips followed by surveys to segment our market
- Qualitative research to understand attitudes/perceptions of our brand
- Quantitative research to qualify and understand the extent of these attitudes and behaviours
- Developed brand strategy based on this market intelligence



'More prominent use of the RSPCA Brand would probably achieve greater public awareness of Freedom Food, and at a lower cost, than promotion of the Freedom Food brand'

The McNair Report, May 2013

Consumer feedback

1. RSPCA mark
2. Welfare focus
3. Positive messages
4. Simple, friendly communications



Introducing RSPCA Assured

- Introducing new mark this year
- Defined brand ethos (clear direction)
- RSPCA has 96% (versus 24%) prompted awareness
- Most recognised animal charity in UK (nfpSynergy)
- Top ten in charity brand index
- Greater differentiation and added value
- Unique selling point for customers and businesses alike
- Could help achieve a better margin



Certification Mark



**RSPCA
ASSURED**

CERTIFICATION MARK

Reaching out to consumers

- TV led advertising campaign
- Supported by seasonal BTL activities
- Branded catering unit at summer festivals
- National cookery competition
- Spring campaign to be announced!



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Engaging with retailers

1. They're consumers as well
2. They want what their customers want
3. Time poor - so be prepared and succinct
4. Want value - how do you add value?
5. More rational - expect evidence
6. Build rapport / relationships
7. Like stability, certainty and consistency
8. Offer engaging content
9. Focus on their needs



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Retail and food service

- Sainsbury's has largest share of Freedom Food product sales
- Increasing interest from Aldi & Lidl
- McDonald's moved to 100% Freedom Food pork in 2013
- Sodexo switched to Freedom Food for its independent schools in September 2014
- Significant opportunities for the rest of the food service industry



Why care about welfare?

1. Healthier animals, lower mortality and a better quality product
2. Improved working environment and job satisfaction
3. Cover both indoor and outdoor farming
4. As a charity our fees are very competitive
5. Dedicated marketing team committed to raising awareness



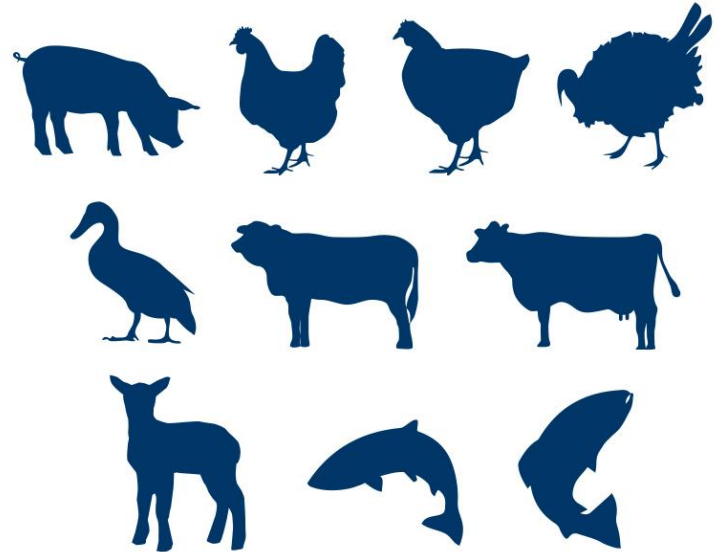
Animal welfare is the second biggest factor influencing consumer choice when buying food.

Animal welfare certification is noted by 45% of adults as elevating their trust in a food product.

(Mintel, Consumer Trust in Food, June 2013)

Our plan for success

- Five year strategy plan
- Accompanying five year financial plan
- Key strategies:
 - Brand
 - Education
 - Retail and foodservice
 - Overseas development
 - Species development
- Expand species, from current ten
- Working in partnership with RSPCA



Thank you for listening



Our purpose

*To give people a higher 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, Partnership,
Integrity & Compassion*

Developing higher welfare standards for pigs

30 April 2015

Kate Parkes
Senior Scientific Officer



RSPCA Farm Animals Department

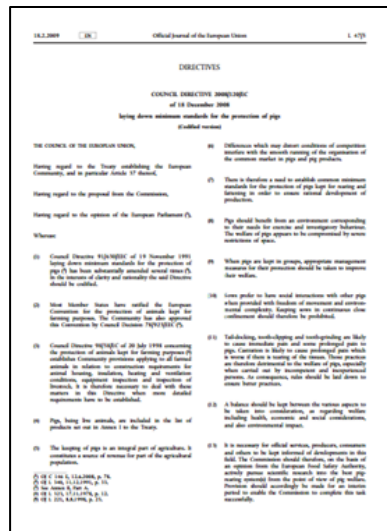
- Develop views, policies and practices on the basis of **sound scientific information**
- Engage with all sectors to **facilitate change**
- Develop RSPCA Welfare Standards
- **1994** – first standards – laying hens & pigs
- Involved in **research**, e.g. RSPCA funded projects:
 - reducing aggression between pigs
 - reducing tail biting in pigs



RSPCA welfare standards

Standards cover **all stages**: breeding herd, finishing herd, transport and abattoir

Species-specific sets of standards; living documents



Standards technical advisory group to review and advise on standards:

- FF members
- specialist pig vet
- animal welfare scientist
- FF assessors & FLOs

RSPCA farm animals department

Incorporating recommendations: Farm Animal Welfare Committee, DEFRA Codes, Council of Europe

Based on animal needs, **scientific research** and **practical farming experience**

RSPCA welfare standards

- **Flooring:** solid, bedded lying areas (minimum areas specified)
- **Bedding:** mandatory
- **Nesting material:** mandatory
- **Environmental enrichment:** sufficient quantities of suitable enrichment material e.g. straw
- **Stocking densities:**
 - for larger pigs (50 kg +) more space required than legal minimum
- **Farrowing crates:** farrowing crates are not permitted



Main challenges - mutilations

- **teeth clipping, tail docking, nose ringing**
- not permitted except in exceptional circumstances
- written permission from RSPCA
- welfare-related reason

Tail docking:

- evidence of problem i.e. numbers, severity
- other measures e.g. straw, space, feed space
- if permission granted – longer tail
- not allowed for free range pigs



1 ring; 100kg min.



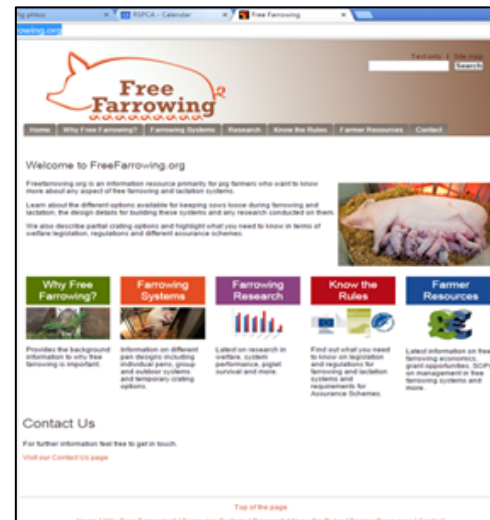
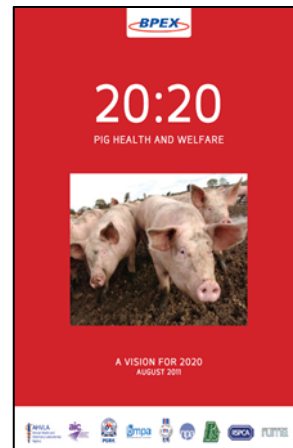
Main challenges - farrowing

BPEX 20:20 strategy

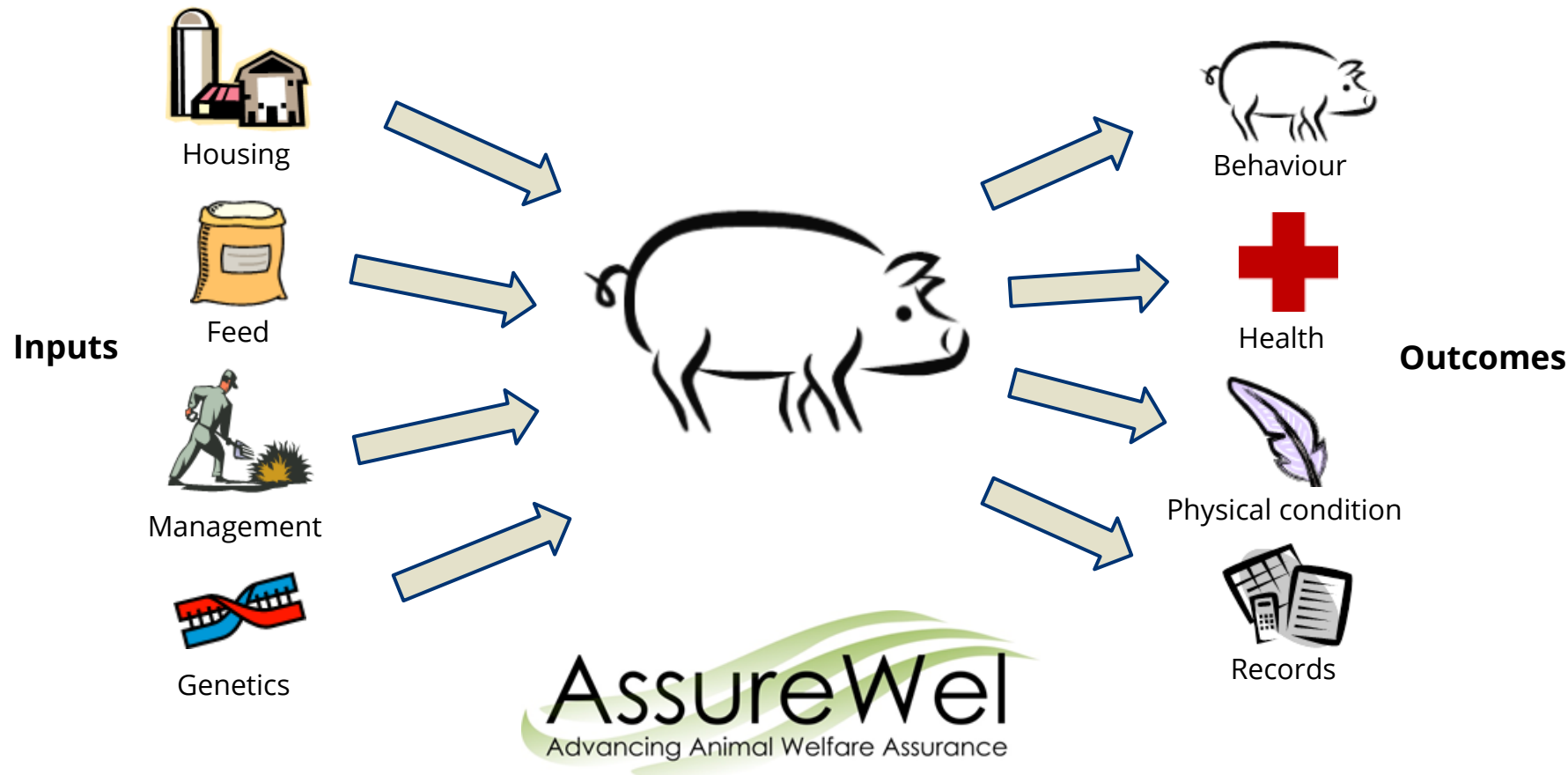
- Pig Health and Welfare Council (2011)
- *There will continue to be a focus on finding solutions to...freedom around farrowing...to make further progress on improving pig welfare."*

RSPCA standards

- **1990's** – confinement restricted to 5 days post-farrowing:
 - 1999** – new members; **2005** – all members
- **2009** – turn around freely at all times:
 - 2010** – new members; **2014** – all members
- Detailed standards – November 2015...



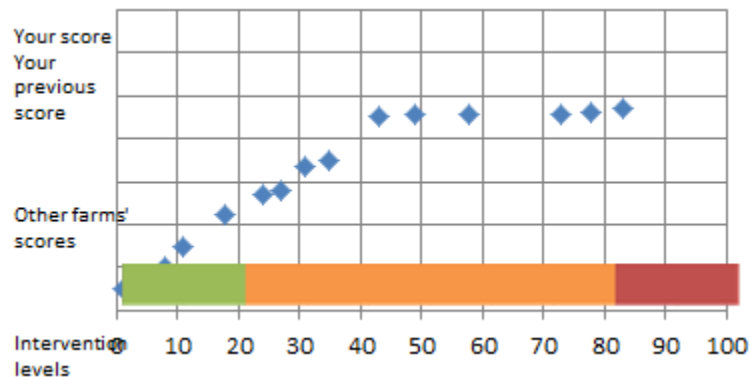
Improving welfare: welfare outcome assessment



Improving welfare: welfare outcome assessment

How long? 20-30 minutes extra

Which? e.g. tail lesions, body marks, leg
swellings, skin condition,
manure on body, lameness,
enrichment use

A detailed assessment form for AssureWel. It includes sections for "Farm details", "Assessment details", "Assessment results", and "Assessment summary". The form is designed to be filled out by a farm manager or assessor, with checkboxes and spaces for notes.

Thank you
for listening

