

From Farm to Feast! RSPCA Assured launches new Christmas TV Advert

Beyond turkey and trimmings, RSPCA Assured is putting compassion on our plates this Christmas

Monday 27 November 2023

RSPCA Assured, the RSPCA's ethical food label and assurance scheme, launched its new Christmas advert today, inspiring consumers to make a difference for farmed animals by choosing higher welfare food for their festive feasts.

The [30-second advert](#), set to Tchaikovsky's enchanting 'Dance of the Sugar Plum Fairy', sneaks behind the scenes of Christmas at home and showcases the joy of celebrating and sharing food with loved ones.



The advert will air across the Channel 4 network from 27 November to 24 December, with a kick-off spot on *Steph's Packed Lunch*, as well as appearing alongside programmes such as *The Great British Bake Off*, *Kirstie's Handmade Christmas*, *Come Dine With Me*, *A Place in the Sun* and *Grand Designs*.

Xenia Kingsley, Senior Marketing Manager at RSPCA Assured, said: "Our Christmas campaign this year focuses on urging those who eat meat, fish and dairy to consider farmed animal welfare, and to make more mindful choices across their entire festive feast.

"From smoked salmon and eggs on toast for breakfast, to traditional turkey and pigs in blankets at lunch, to the leftover sandwiches on boxing day, sharing lots of food with family and friends is at the heart of every Christmas celebration. But, before people relax and enjoy these delicious treats, we want them to stop and consider where their food comes from.

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“Alongside encouraging consumers to believe in RSPCA Assured and see our label as the gold standard for animal welfare, our Christmas campaign aims to increase support for our member farms by highlighting their commitment to treating animals with compassion and respect. We hope this will drive demand for their produce and see a great Christmas for them all.”



The advert will also appear on Meta (Facebook, Instagram), TikTok and [YouTube](#). 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 [turkey](#), [chicken](#), [hen](#), [dairy cow](#), [pig](#) and [salmon welfare](#) on the RSPCA Assured scheme.

Click [here](#) to watch the advert now.

Share your higher welfare festive feast with RSPCA Assured on social media by using the hashtag #BelieveInRSPCAAssured.

Ends

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