



# Annual review 2023



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“The welfare of farmed animals is increasingly recognised as a critical component of ethical and sustainable food production.

“RSPCA Assured stands at the forefront, advocating for higher welfare practices and greater transparency.

“Alongside our 4,000 members, our retail, foodservice and other partners, I’m proud that the RSPCA Assured scheme has done more to drive up farmed animal welfare standards than any other organisation.”

David Smith, RSPCA Assured chairman



## Who we are

RSPCA Assured is the RSPCA's not-for-profit farm animal welfare assurance scheme and ethical food label.

When you see an RSPCA Assured label on a meat, fish or dairy product, it means the hatchery, farm, haulier and abattoir have been assessed and confirmed by our team of experienced assessors to have met the RSPCA's higher farm animal welfare standards.

The welfare standards cover every aspect of the animals' lives, from their health and diet to environment and care.

RSPCA Assured encourages farmers, hauliers, abattoirs and other businesses in the food supply chain to join the scheme.

We also promote awareness with consumers so the RSPCA Assured label makes it easy for them to choose products from animals that have had a better life.

“RSPCA Assured approves free-range, organic and barn systems for keeping laying hens, chickens and turkeys, providing the RSPCA's higher welfare standards are being met.

“Every RSPCA Assured member farm is 100% cage-free. Hens, for example, are provided with plenty of space to move around with raised perches and enrichment inside the barn to peck at, forage and express their natural behaviour.

“This means that whether indoor or outdoor, RSPCA Assured labelled products are always higher welfare. ”

RSPCA senior scientific officer for poultry





# Foreword

As we look back on 2023, I'm pleased to share our progress and achievements, all of which reflect our unwavering commitment to farmed animal welfare.

Our industry partners and members have shown continued support for both the scheme and our cause – and more than 1,800 RSPCA Assured products were available to buy in 2023.

The RSPCA Assured label was also the first choice for shoppers looking for animal welfare assurance.\*

McDonald's advertised its commitments to RSPCA Assured and higher-welfare farming with a high-profile 'Change a little, change a lot' TV advertising campaign. In 2023, they celebrated 10 years of serving RSPCA Assured pork in its breakfast range and free range eggs for more than 20 years.

2023 also brought some challenges. These included another outbreak of avian influenza (AI) which meant birds had to be kept indoors and proved to be a very difficult time for our poultry members.

Our response included increased communication and support – and we changed our approach to assessments during AI outbreaks to help reassure affected members and give them more choice.

I'm delighted to report a new farming engagement team was also formed in the autumn. They began sharing their practical farm experience with both existing members and potential members, supporting them to achieve the RSPCA's farm animal welfare standards.

Alongside our 4,000 members, our retail, foodservice and other partners, I'm proud that the RSPCA Assured scheme has done more

to drive up farmed animal welfare standards than any other organisation. Thank you all for your valued support.

But there's a lot more work to do and we're determined to achieve our ambition of more than half of the UK's farmed animals being raised to RSPCA welfare standards by 2030.

I firmly believe the best way to achieve this is by inspiring everyone who chooses to eat meat, fish, eggs and dairy to look for the RSPCA Assured logo – and together we can create a better world for farmed animals.

**David Smith, RSPCA Assured chairman**



\*2,000 UK adults polled last quarter of 2023



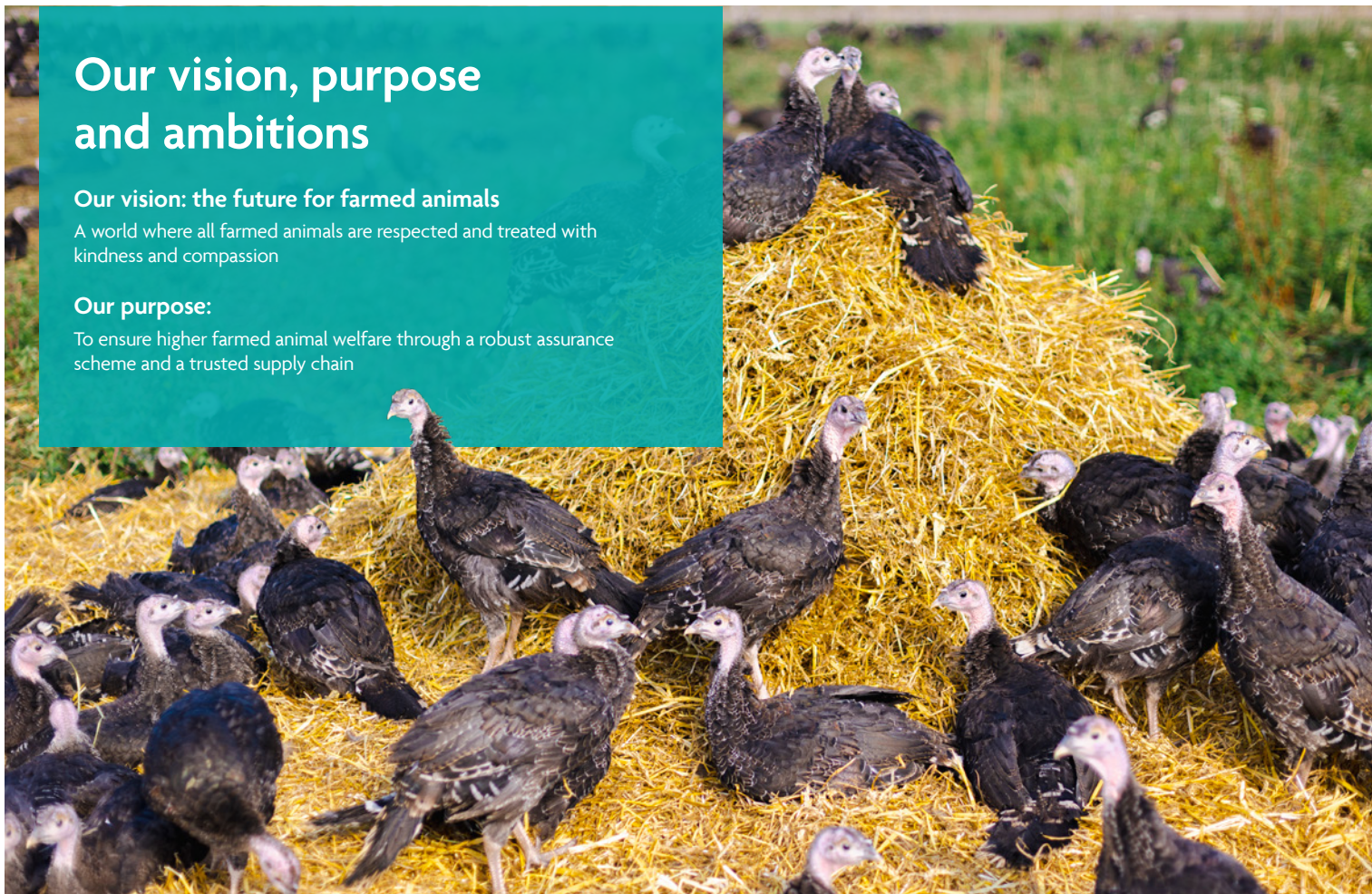
# Our vision, purpose and ambitions

## Our vision: the future for farmed animals

A world where all farmed animals are respected and treated with kindness and compassion

## Our purpose:

To ensure higher farmed animal welfare through a robust assurance scheme and a trusted supply chain





## Our ambitions:

- 1** More than half of all the UK's farmed animals will be reared to RSPCA welfare standards by 2030, with farmed animals increasingly experiencing better conditions
- 2** People will eat less meat, fish, eggs and dairy from low welfare farms and eat better by consciously choosing RSPCA Assured food because they trust that the animals have had a good life
- 3** 100% of members will say that being part of the RSPCA Assured membership community has directly helped them to overcome barriers, learn from what others are doing and improve the welfare of their farmed animals
- 4** RSPCA Assured members, and aspiring producers are supported to achieve the RSPCA welfare standards and value fair, easy and transparent assurance processes, leading to 95% compliance and conversion rates
- 5** Consumers expect and are offered RSPCA Assured food products at local and chain restaurants, supermarkets and in public and private spaces
- 6** Restaurants, retailers and food service partners are confident they can meet consumer demand for RSPCA Assured food and value the partnership
- 7** Legislative and regulatory improvements are informed by RSPCA Assured insights and consumer demand





## Key statistics and achievements in 2023


More than  
**38 million**  
terrestrial animals were  
covered by the scheme



**64%**  
of laying hens in the  
UK were RSPCA Assured



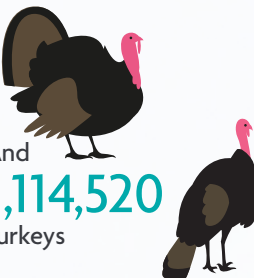
As were  
**43%**  
of pigs



There were also  
**78,251,517**  
salmon on the scheme



And  
**1,114,520**  
turkeys











In December  
2023, we had  
**3,959**  
members



And our team  
carried out  
**4,061**  
assessments



# Animals covered by the scheme

Species	RSPCA Assured 2022 animal numbers	Defra 2022 animal numbers	Percentage
 Laying hens	20,474,308	40,245,799*	50.87%
 Chickens	1,501,453	126,051,782	1.19%
 Turkeys	1,613,048	3,651,109**	44.17%
 Beef cattle	1,572	1,462,980	0.10%
 Dairy cattle	17,036	1,841,845	0.92%
 Pigs	1,230,160	5,191,917	23.6%
 Sheep	1,891	33,066,478	0.01%
 Veal	480	1,290,227***	0.03%
<b>TOTAL</b>	<b>24,838,948</b>	<b>212,802,137</b>	<b>11.67%</b>

## Notes on market penetration calculations

\*The laying hens figure does not include Defra's breeding stock figures, just layers and pullets

\*\*Defra's turkey figure is for England only, however we currently have turkey members in England

\*\*\*The veal figure is based on Defra's 'male cattle less than 1 year' category

Defra does not produce figures for salmon and trout, so we have not included these species

We now record our data using a new IT system, which is allowing us to review the methodology we use to count the number of animals covered by the RSPCA Assured scheme.

It's vital we have an accurate and consistent picture of the number of animals on the scheme and, as part of this work, we're also ensuring the way we collect and analyse the data is aligned with wider industry reporting on animal numbers, including Defra.

Until we've completed this review, we've temporarily paused reporting statistics until 2025.

However, we felt it would be helpful to provide some statistics in the 2023 annual review for people to refer to, which is why we have included the figures recorded for 2022.



# Setting the standards

The RSPCA's farm animals team works to develop welfare standards for each of the major animal species farmed in the UK, aiming to deliver improved animal welfare above and beyond 'standard' or typical UK production.

These standards must be met by all farms on the RSPCA Assured scheme.

Covering every aspect of the animals' lives, the standards include requirements for feed and water provision, the environment they live in, how they're managed, health care, transport and humane slaughter.

The standards ensure animals have everything they need for a better quality of life, whether they're kept on large or small farms, or in indoor or outdoor production systems.

“Where legislation fails to protect farmed animal welfare, we will not.

“We will always work to improve the lives of farmed animals, both in the water and on land by encouraging the food and farming industries to adopt higher welfare standards.”

RSPCA senior scientific officer



# Driving up welfare standards

In 2023, the following updates were made to the RSPCA welfare standards:

## Turkeys

Amendments included a new requirement for poults to receive natural daylight by 10 days of age, and light openings must correspond to at least 3% of the total floor area of the house by 17 days of age. This ensures a gradual introduction of natural daylight during brooding.

Catching techniques were also updated to ensure more efficient catching while protecting bird welfare.



## Beef

All cattle, except unweaned dairy-beef calves and veal calves must now have access to pasture during the grass growing season. This is to ensure cattle are given as much access to pasture as possible.

Virtual fencing, which uses electric shock collars to prevent cattle crossing boundaries, has been prohibited in the standards.

Updates also included a new requirement for calves to be paired or grouped from three weeks of age so they can benefit from social interactions, aiding in higher food intake and better socialisation in larger groups later in life.



## Sheep

New standards were developed to reduce the impact of heat stress on sheep. Stock keepers must now be able to recognise signs of heat stress in their sheep and take steps to reduce the risk when temperatures exceed 28°C.

Other updates included a requirement for veterinary health and welfare plans to include a parasite control plan.



As working documents, the RSPCA welfare standards are regularly updated to take account of changes in the farming industry as well as the most up-to-date knowledge and understanding of animal welfare.





# Supporting members through avian influenza outbreaks

Thankfully the prevalence of avian influenza (AI) was lower in autumn 2023 compared to 2022, but it remained a very difficult time for members and our work to support them continued.

We provided our poultry members with tips on improving flock welfare during a Defra housing order (which means poultry has to be kept indoors to stop the spread of the disease).

A new approach to RSPCA Assured assessments was also developed for areas where Defra housing orders are in place.

This means that since October 2023 poultry members have received a site visit for their annual assessment unless they're within an AI control zone or there's a compulsory housing order, when some members can choose to receive a virtual visit instead.

## Sharing knowledge for positive change

Both RSPCA Assured and RSPCA colleagues attended regular stakeholder meetings with Defra, sharing our experience and taking part in discussions on issues such as method of production labelling.

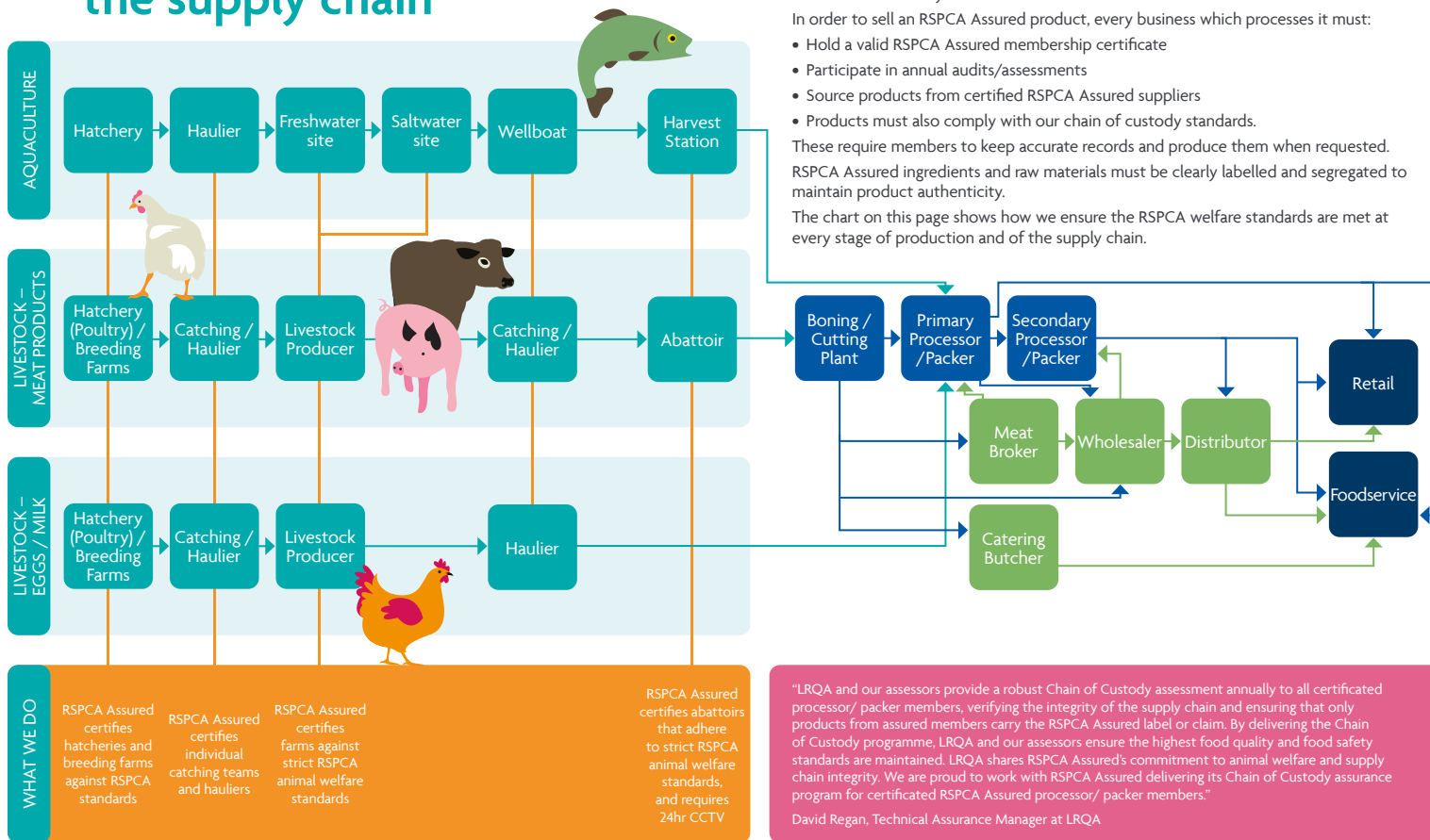
We were also successful in having RSPCA Assured added to Defra's list of qualifying farm assurance schemes for the veterinary attestation for animal health visits, so membership of the scheme is now accepted as evidence that farms meet requirements for terrestrial species.

“Consumers concerned about laying hen welfare were pleased to see ‘free-range’ eggs returning to supermarket shelves as the AI housing order – in place for five months – was finally lifted in April 2023. ”

RSPCA senior scientific officer for poultry



# Ensuring standards across the supply chain







## Partnerships

Our partnerships team works closely with food businesses, supporting them at every stage of their higher welfare journey.

We work with companies who are committed to (or interested in) sourcing eggs, meat, fish or dairy from higher welfare farms, helping them transition and maintain their sourcing - and promote their commitment to RSPCA Assured.

RSPCA Assured products are available in all major supermarkets and, increasingly, in restaurants.

There are more than 1,800 RSPCA Assured-labelled products, offering a wide choice for consumers looking for higher welfare food.

Throughout 2023 we continued to assist businesses in sourcing higher animal welfare products, building on and strengthening new and existing relationships with retailers and the foodservice industry.

## Retail

Customers continued to choose higher welfare food, with sales of RSPCA Assured products outperforming the market with 11% growth, largely driven by growth in pork and chicken.

In 2023, we celebrated some significant milestones with long-term partner Sainsbury's, including 15 years of selling RSPCA Assured pork and salmon. Sainsbury's continues to sell more RSPCA Assured pork and salmon than any other retailer.

M&S highlighted its widest range of RSPCA Assured products with the launch of the 'Farm to Foodhall' campaign. Adverts featuring celebrity chef Tom Kerridge showcased how higher welfare farming can improve flavour.

“In a tough economic climate, it's fantastic to see consumers continue to prioritise animal welfare.

“Sales of RSPCA Assured-labelled products grew by 11% in 2023 and – with the support of both our new and long term partners – there are now more higher welfare product choices available to consumers than ever before.”

RSPCA Assured head of partnerships



amazonfresh

ASDA



THE JOLLY HOG



M&S  
EST. 1884

Morrisons  
Since 1879

ocado

Sainsbury's

TESCO

WAITROSE  
& PARTNERS





## Foodservice

We worked with our foodservice partners to help them grow and demonstrate their commitments to higher welfare farming.

This included McDonald's, which celebrated serving free range eggs for more than 20 years in 2023. It was also the 10-year anniversary of McDonald's moving to 100% RSPCA Assured pork.



McDonald's marked these achievements with its 'Change a little, change a lot' TV advertising campaign, highlighting the difference consumers' choices can make.

We also continued our partnership with Westbury Street Holdings (WSH), supporting them on their move towards 100% RSPCA Assured free range eggs.

“Partnering with RSPCA Assured is just the first step of a five-year plan of continuous improvement.

“We recognise how important animal welfare is to our customers and pride ourselves on serving high quality, higher welfare, sustainably sourced products.

“This target gives them and our clients transparency and measurable goals that we are taking positive action.”

Kevin Dunford, head of food purchasing & UK agriculture, WSH Limited



## Building industry connections

The partnerships team created opportunities to increase awareness of RSPCA Assured – and share the benefits of higher welfare farming in the foodservice sector.

These included exhibiting at the annual Hospitality, Restaurant and Catering conference where we connected with many buyers, up-and-coming chefs and restaurants.

We took part in the International Food and Drink Event (IFE) certification clinic and shared advice with organisations interested in improving the welfare of farmed animals in their supply chain.

We continued our work to help foodservice businesses meet the Better Chicken Commitment which encourages the food industry to adopt higher welfare practices.

In December we hosted a roundtable event, facilitated by Arena, which focused on the opportunities and challenges posed by the Better Chicken Commitment.

Representatives from across the foodservice sector attended, including wholesalers, chefs, and contract caterers.

### Award sponsorship

Our sponsorship of the **Footprint Sustainability Award for higher welfare in the foodservice sector** celebrated foodservice companies which have demonstrated strong commitments to higher animal welfare in their supply chains.

The award was won by M&S Café in recognition of its 100% commitment to RSPCA Assured milk, free range eggs and free range or organic pork.

M&S  
CAFÉ

“Events like these provide us with a fantastic opportunity to grow awareness of RSPCA Assured and share the benefits of higher welfare farming with new and existing suppliers and manufacturers, as well as connecting with buyers, up-and-coming chefs and restaurants.”

RSPCA Assured partnerships manager





## Leading the way on free range egg production

For RSPCA Assured member Phil Twizell, 2024 will mark 15 years of rearing his laying hens to the RSPCA's higher welfare standards.

Phil loves seeing his hens happy, healthy and laying great quality eggs, so it's vital to him that they're able to scratch and dust bathe, as well as have access to the shady tree and hedgerow environments – all requirements of the RSPCA's higher welfare standards.

The extra cover helps birds feel safer and range more freely, exploring the space around them and using perches.

"As a livestock farmer, you're responsible for the welfare of your animals, they are sentient beings. To care for your animals well is a natural thing to do," Phil said.

"I think the RSPCA Assured label gives consumers confidence that eggs are produced to the highest welfare standards we can achieve, and that we're adhering to those standards."



## A focus on sustainability

As well as animal welfare, sustainability has been a key component of egg production for Phil and the rest of the Good Egg Fellas team from the very beginning.

The County Durham-based farm uses solar power and more than 4,000 trees have been planted.

## Choose higher welfare eggs

Phil's a firm believer that it's worth paying a small premium for the benefit of the hens' welfare.

"When I see my hens happy, healthy and laying great quality eggs, I also couldn't be happier," he said.

The Good Egg Fellas have won four national awards on egg production, including egg producer of the year for the Free Range Egg Producers Association.

We're excited to continue working with Phil and the team – here's to the next 15 years!

[www.thegoodeggfellas.co.uk](http://www.thegoodeggfellas.co.uk)

“Producing free range eggs isn't without its challenges, but when things go well there's a lot of job satisfaction.

“RSPCA Assured does a great job acting as a buffer between the producer and the consumer. Everyone has their own idea of what free range should be, but we need to have a set of standards we all adhere to. ”

Phil Twizell, The Good Egg Fellas, County Durham





## Extra support for farmers

A new farming engagement team of higher-welfare farming experts was formed in October 2023.

They share their technical expertise and practical farm experience with RSPCA Assured members and potential members, helping them meet the RSPCA's farm animal welfare standards through knowledge sharing and guidance.

The team shares real-world insights on how the standards are working in practice with the RSPCA farm animal welfare experts who set them.

Existing relationships with veterinary professionals, NGOs and the farming industry continue to be built on by the new team.

“Every member of the new farming engagement team has a huge amount of experience in the application of the RSPCA's farm animal welfare standards.

“This on-farm experience is invaluable when engaging and helping members with technical queries.”

RSPCA Assured head of farming engagement





## Data informs animal welfare improvements

As well as ensuring RSPCA Assured members are following the RSPCA's higher welfare standards, our assessors collect data about the health and welfare of their animals.



Our welfare outcome team reviews this data, giving us a more accurate picture of the animals' welfare.

A comprehensive review evaluated the welfare outcomes function within both the RSPCA and RSPCA Assured and made recommendations to ensure it supports both organisations' strategies.

### Using IT for good

The team made significant advancements in system and protocol development by developing, testing and launching welfare outcome assessments for laying hens, pigs and dairy cattle on Salesforce, our customer relationship management software.

This technological integration is a major step forward in streamlining our assessment process.

We also prepared and delivered refresher training for welfare outcome assessors across four protocols: pigs, dairy, laying hens and chickens, ensuring assessors were well equipped with up-to-date information.



# Life as regional assessment manager

**We caught up with Mark, one of our regional assessment managers, to find out about his work for RSPCA Assured in 2023.**

## How did you come to work for RSPCA Assured?

I was working in the agricultural education sector before joining RSPCA Assured – I really enjoyed teaching and developing people, encouraging them to learn.

Then I saw a job advert for an RSPCA Assured assessor role and it piqued my interest – I felt I wanted to work in the charity sector and do my bit to increase awareness of farmed animal welfare.

I applied for and got that role, became established as an assessor and worked towards my current role as regional assessment manager – or RAM for short!

## What did your role involve in 2023?

I work alongside two other area managers in a certification team.

2023 was a year of consolidation following the formation of the three new regional teams last year.

This has helped us meet the demands of the growing scheme, increasing the number of assessments and farm visits we can complete.

RSPCA Assured is very unique and privileged in that we employ full-time assessors with a huge amount of knowledge and experience – and they're all dedicated to improving the lives of farmed animals.



In 2023 we built on their skills even further, including a lot of work on biosecurity following a tough year for the poultry industry with bird flu.

A registered poultry vet ran a session on biosecurity for the assessor team – and we reviewed our biosecurity measures to ensure we're working to the highest standards.

Professional development is an important part of what we do, so we run lots of training – including sessions on farms. This helps ensure our assessors are up to date with industry practices.

## What do you enjoy doing outside of work?

I really enjoy my garden and being in the countryside, watching my surroundings and nature change with the seasons.

I have a young family and am keen to educate my children about where their food comes from, so they can make educated choices.

I also really enjoy cooking and spend lots of time planning and preparing meals for my family.

# Increasing public awareness

The focus of marketing activity in 2023 was to encourage everyone who chooses to eat meat, fish, dairy and eggs to look for the RSPCA Assured label – particularly those who are reducing or replacing the number of animal products in their diet.

We also supported our RSPCA Assured members through quality communications.

## Marketing moments in 2023

### January

Shot our 'Seasonal Feast' studio film, Pancake Day TV advert and baking content



### February

Launched a TV, social media advertising and press campaign for Pancake Day



### March

Issued a press release for International Women's Day, revealing 77% of our assessors are women



### April

Launched a campaign promoting higher welfare salmon and eggs across social media for Easter



### May

Promoted a new M&S advert featuring RSPCA Assured's Emilie Wix and a chicken farm member



### June

Published a new salmon farm video, featuring interviews with RSPCA Assured staff and a salmon farm member



### July

Launched a summer BBQ TV and social media advertising campaign promoting higher welfare chicken and pork



### August

Updated new beef and sheep standards on the website for members



### September

Work continued on infographics, point of sale materials for supermarkets and an animation with Jolly Hog, a company which makes RSPCA Assured sausages and bacon

### October

Launched a new avian influenza toolkit for poultry members



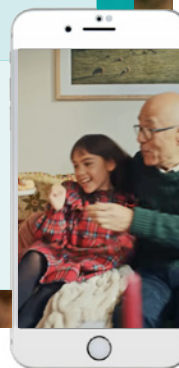
### November

Created a new metrics analysis database helping plot important statistics such as brand awareness, brand perception, net trust score and retailer awareness



### December

Launched a Christmas TV, social advertising and press campaign, promoting higher welfare pork, turkey, salmon and eggs





# Advertising update

In 2023, our advertising activities included:

- TV and social media advertising for Pancake Day, which achieved a **5% increase in brand awareness**
- Promotion of the new M&S TV advert, filmed on an RSPCA Assured chicken farm in Somerset
- TV and social media advertising promoting our summer barbecue campaign, including recipes and Welly Vision, our YouTube video series. We achieved **9.9m views on TV** and **3.2m views on YouTube**
- Launch of a new TV advert promoting the wide range of RSPCA Assured-labelled festive products on the Channel 4 network in December. **The advert reached 24% of the population.**

## Key marketing achievements

Collectively, our Pancake Day, Summer and Christmas campaigns achieved:

- **18.2m impressions** (the number of times our content was displayed)
- **15,400 link clicks** (when someone clicks on a link in a post, ad or other content and is sent to a different web page or experience)
- **More than 1m completed views** (when someone watches either all or a significant proportion of an online video, usually for at least 15 seconds).



## Our 2023 press coverage at a glance

Total media mentions: **1,402**

Impressions/opportunities to see (OTS): **3.6B**

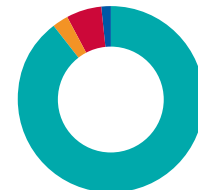
Percentage of coverage by media type:

Online: **89.5%**

Print: **2.8%**

TV: **6.1%**

Radio: **1.5%**



Pancake Day



Summer



Christmas

- RSPCA Assured ranked as first choice for shoppers looking for animal welfare assurance\*
- An average 74% of consumers trust the RSPCA Assured label\*\*

### Sharing our message on social media

To promote an even greater understanding of RSPCA Assured and what the label means, we shared paid-for and organic posts about our work and why farmed animal welfare matters on social media.

“RSPCA Assured is vital in helping the RSPCA achieve its strategic ambition for more than 50% of farmed animals in the UK to be reared to the RSPCA's strict welfare standards.

“Currently 94% of the public chooses to eat meat. Together with the RSPCA, we're encouraging people to 'eat less, eat better' – eat less lower welfare meat and opt for higher welfare animal produce if they choose to consume meat, eggs, fish or dairy.”

David Smith, RSPCA Assured chairman and RSPCA trustee



### Social media stats 2023

Paid and organic combined across all channels



22,048,591 impressions



38,265 engagements



0.2% engagement rate

Organic across all channels



1,871,188 impressions



23,929 engagements



Youtube: 1.6m views



\* 2,000 UK adults polled in Q4 2023.

\*\*2,000 UK adults polled each quarter in 2023. The percentage is the average calculated across the year.



# Finances

We are a charity and not-for-profit, so the licence fee and other membership fees help cover the cost of inspections. These fees are our only source of income and every penny is reinvested back into the scheme to promote higher animal welfare, conduct research and improve the lives of farm animals.

## STATEMENT OF FINANCIAL ACTIVITIES

Year ended December 2023	2023	2022	2021	2020
	£	£	£	£
<b>Income from:</b>				
Donations	90	80,000	0	0
Charitable activities	5,651,427	5,205,669	4,517,553	3,627,008
Other trading activities	0	10,720	7,003	11,970
Investments	12,482	2,242	182	992
<b>Total income</b>	<b>5,663,999</b>	<b>5,298,631</b>	<b>4,524,738</b>	<b>3,639,970</b>
<b>Expenditure on:</b>				
Charitable activities	5,977,180	4,285,932	3,710,340	3,409,500
<b>Net movement in funds</b>	<b>(313,181)</b>	<b>1,012,699</b>	<b>814,398</b>	<b>230,470</b>
<b>Reconciliation of funds:</b>				
Funds brought forward at 1 January 2023	3,450,358	2,437,659	1,623,261	1,392,791
<b>Funds carried forward at 31 December 2023</b>	<b>3,137,177</b>	<b>3,450,358</b>	<b>2,437,659</b>	<b>1,623,261</b>

All amounts relate to continuing operations. All gains and losses recognised in the current and preceding financial year are included in the statement of financial activities. This incorporates the income and expenditure account. All amounts related to unrestricted funds.

2023 remained a year of economic uncertainty, with continuing inflationary pressure and the cost of living crisis. Although inflation began to plateau towards the end of 2023, the economic outlook at the end of the year remained far from optimistic with speculation of a recession in 2024.

These macroeconomic pressures presented risks to RSPCA Assured, such as the risk of consumers moving away from higher welfare animal products and/or producers struggling to afford to meet higher welfare standards.

However, there was no reduction in the licensing income due to these issues in 2023, with the impact mainly on organic ranges, rather than higher welfare.

Despite this evolving situation, the charitable company remained in a good financial position, having maintained a high level of reserves and cash. Ongoing steps were taken to minimise the impact on the charitable company's activities and the wider impact on animal welfare.

## Board of trustees

Name	Role	Date of appointment
David Smith	Chair	21 November 2019
Rene Olivieri	Vice Chair	21 November 2019
Gavin Chohan	Treasurer	20 October 2023
Audrey Whycherly		20 November 2023
David Main		17 June 2021
Daniel Theim		20 October 2023

RSPCA Assured is a wholly-owned subsidiary of the RSPCA, set up to administer the RSPCA's farm animal welfare labelling scheme.

RSPCA Assured Ltd is a registered charitable trading company operating in the commercial field of food production from farmed animals. Its role is to promote and apply welfare standards drawn up by the RSPCA through marketing the RSPCA Assured labelling scheme.

RSPCA Assured encourages farmers, hauliers, abattoirs and other businesses in the food supply chain to participate, educate and promote awareness with end-users and consumers of food products bearing the RSPCA Assured certification mark.

### Registered Office:

RSPCA Assured, Fourth Floor, Parkside, Chart Way, Horsham, West Sussex, RH12 1GY  
[www.rspcaassured.org.uk](http://www.rspcaassured.org.uk) [help@rspcaassured.org.uk](mailto:help@rspcaassured.org.uk)

Company no: 2723670. Charity registered in England & Wales:  
1059879 and Scotland SC038199







“The welfare of our salmon is absolutely central to everything we do. We are focused on providing a good, safe growing environment that the fish are happy in.

“You can tell they aren't stressed as you watch them swimming naturally and leaping the way salmon do in the wild. ”

Donald McDonald, RSPCA Assured member salmon farmer

