

Pork's leading role for RSPCA Assured

Now in its 27th year, RSPCA Assured - previously known as Freedom Food - has more than 24.3 million animals on the scheme, plus many millions of salmon and trout.

With about 23% of UK production operating to the RSPCA's welfare standards and more than 600 different pork products on offer in retail, pig production is one of RSPCA Assured's biggest successes. In fact, RSPCA Assured labelled pork products account for half of all the different RSPCA Assured products available.

And with big everyday brands like Co-op committing to 100% RSPCA Assured and outdoor bred for their own-label pork, bacon, sausage, ham and gammon products, it's never been easier for consumers to choose higher welfare pork.

But it's not just in retail where RSPCA Assured is making its mark. McDonald's was the first restaurant chain in the UK to commit to 100% RSPCA Assured pork - proof that higher welfare doesn't have to be exclusive to high-end restaurants.

Today - five years after it rebranded from Freedom Food - nearly 70% of young professionals and families recognise RSPCA Assured - further reflecting the growing trend for higher welfare products*.

Keep an eye out for seasonal TV ads which feature fabulous looking animals, including pigs, on RSPCA Assured farms. And don't forget to follow RSPCA Assured on social media too, where pork products are regularly promoted.

Clive Brazier, RSPCA Assured's CEO, comments:

"As we celebrate 27 years of helping improve farm animal welfare, we're continuing to see a growing demand for higher welfare pork from both businesses and the general public, which is testament to the hard work and dedication of our members. We have some truly fantastic producers on our scheme, who are committed to raising the bar for UK pork, and we hope to see many more join this year."

For pork products to be labelled RSPCA Assured, all stages of a pig's life must have been covered by the RSPCA's standards including on farm, in transport and at the abattoir. Processors and packers must also be RSPCA Assured certified.

The RSPCA standards are informed by scientific evidence and encourage best practice. The standards cover pig health, diet, environment and care. This includes the provision of bedding, nesting material for sows, environmental enrichment such as straw and prohibiting farrowing crates. All RSPCA Assured members receive annual assessments by specially-trained assessors and are subject to visits by RSPCA farm livestock officers to ensure standards are maintained.

For more information and to find out how to become a member visit: <https://business.rspcaassured.org.uk/>

** Research based on 2,000 UK respondents, conducted in October 2020*



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