

RSPCA Assured launches campaign to boost demand for higher welfare eggs on Pancake Day

Half of Brits say the RSPCA Assured label on egg boxes makes them feel more confident about where their eggs have come from and better about their choices

Monday 12 February 2024

RSPCA Assured, the RSPCA's ethical food label and farm assurance scheme, has launched a new campaign to encourage consumers to choose higher welfare eggs this Pancake Day.

The social media campaign is running across [Youtube](#), Instagram and Facebook, with the aim of encouraging consumers to choose higher welfare eggs this pancake day.

The campaign is part of a major bid to highlight that whether raised indoors (barn) or outdoors (free-range or organic), RSPCA Assured eggs always come from hens cared for to higher welfare standards.



A new survey, commissioned in support of the campaign, was published by RSPCA Assured today. The survey found that the majority of Brits are concerned about hen welfare, with three-quarters of them saying hen welfare is important and two-thirds saying they look for either the RSPCA Assured logo or free-range label when buying eggs.

Xenia Kingsley, Senior Marketing Manager at RSPCA Assured, said: "UK consumers will consume approximately 52 million eggs on [Pancake Day](#) - a staggering increase of around 22 million more eggs than on any other day.

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“Now is a prime opportunity for us to highlight the importance of hen welfare and the dedication of RSPCA Assured members to caring for their hens. No matter how people like their pancakes, we hope the campaign will encourage people to spare a thought for the lives of hens and choose higher welfare eggs.”

The survey also revealed that almost half of Brits (48%) say the RSPCA Assured label on egg boxes makes them feel more confident about where their eggs have come from and better about their choices. Reassuringly, only one percent of respondents said they didn't believe hens needed access to a higher welfare lifestyle, revealing an almost unanimous demand for higher welfare products.

“The results of this survey clearly show that hen welfare is no longer just a niche concern but an increasingly mainstream demand.” Xenia continued. “It's really encouraging to see consumers prioritising hen welfare when they shop and recognising that hens are sentient creatures who deserve a good life.”

View the RSPCA Assured social media advert [here](#).

RSPCA Assured eggs are always higher welfare - whether the hens are free-range or barn. For a kinder [Pancake Day](#), look for the label.

Ends

Notes to editors

*Research carried out by Opinium amongst 2,000 UK adults that ran from Friday 2 February 2024 to Tuesday 6 February 2024

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