








# RSPCA Assured Summer 2025 advert substantiation




Advertiser: RSPCA Assured

Agency: 2S Films

Product: RSPCA Assured-certified eggs

Copy Title: Summer 2025

Pictures	Visual Description	Audio Script	“Supers”	Claims (individually numbered)
	Happy hens ranging freely in a field	Our choices make a difference.		
	Farmer boxing up eggs in the egg packing plant	That’s why, at RSPCA Assured, we’re proud to work with farmers like Phil...		
	Close-up of the farmer placing an egg in an eggbox	To help build a better world for farmed animals.		1. “Help build a better world for farmed animals” (Audio script)
	Shopper opening and checking eggbox in shop	But to make that happen...		
	Shopper choosing RSPCA Assured “Cage Free” eggs from a shelf	... we all have to think and act differently.		2. “Cage-free” (Pictures)
	Shopper placing eggs in basket	Making choices that count.		
	Shopper making egg salad at home with their child	So, this summer...		

	Shopper and child admiring their salad	... choose cage-free eggs		2. "Cage-free" (Audio script)
	Back to the happy hens on the farm	... from farms certified by the only food label solely dedicated to farmed animal welfare	Whether indoors or outdoors, hens on RSPCA Assured certified farms are inspected to the RSPCA's higher welfare standards and are always cage-free	3. "Inspected to RSPCA's higher welfare standards" (Supers)  4. "Always cage-free" (Supers)  5. "Only food label solely dedicated to farm animal welfare" (Audio script)
	Proud farmer in a field holding a hen and end slate text	Ready to make a difference? - Choose RSPCA Assured.	(as above, plus) For verification, visit <a href="https://www.rspcaassured.org.uk/summer2025/">https://www.rspcaassured.org.uk/summer2025/</a>	6. "Make a difference" (Audio script)

## Claims

### **1. "Help build a better world for farmed animals" (and 3. "Inspected to the RSPCA's higher welfare standards" and 6. "Make a difference")**

RSPCA Assured is the RSPCA's higher welfare farm certification scheme, and all members must comply with strict welfare standards, of which there are around 700 for laying hens alone (672 as of December 2024).

Farms on the RSPCA Assured scheme are assessed and monitored regularly to ensure all the animals are raised to the RSPCA's strict higher welfare standards. Our team of experienced assessors ensures that all farms that supply products bearing our label adhere to the RSPCA welfare standards.

You can view the full welfare standards for laying hens here:

<https://science.rspca.org.uk/sciencegroup/farmanimals/standards>

An independent review of RSPCA Assured in 2021 by business management consultancy Clarasys found it was making a positive and significant impact on improving the lives of millions of animals a year in the UK.



And a further comprehensive independent review by the forensic independent auditing firm Crowe in 2024 concluded that “RSPCA Assured is operating effectively and **making a difference to the lives of farmed animals**”.

RSPCA Assured members are audited to RSPCA welfare standards and independently certified by Supply Chain In-Sites (SCI). [SCI holds the schemes UKAS accreditation](#) to the standard ISO 17065 (Product Certification) for all standards excepting Trout. As part of the accreditation process, SCI carries out internal audits of the RSPCA Assured certification process. In turn, UKAS conducts audits of SCI which includes how certification of RSPCA Assured members is awarded and to all standards (RSPCA and ISO 17065) are being adhered to.

UKAS is the National Accreditation Body for the United Kingdom, which is appointed by the government, to assess and accredit organisations that provide services including certification, testing, inspection, calibration, validation and verification.

## 2. “Cage-free” (And 4. “Always cage-free”)

28% of eggs sold in the UK currently come from caged hens<sup>1</sup>. However, the RSPCA welfare standards for laying hens, which RSPCA Assured member farms must adhere to, do not permit the use of cages<sup>2</sup>.

More than half of the UK’s top supermarkets still sell eggs from caged hens (as of Jan 1 2025 - see **Appendix one**), despite pledging to go cage-free by 2025. Poultry industry experts anticipate that many of these retailers will fail to meet the pledge this year<sup>3</sup>, meaning eggs from caged hens will continue to be widely available to the public in 2025.

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<sup>1</sup> <https://committees.parliament.uk/writtenevidence/119296/pdf/>

<sup>2</sup>

<https://science.rspca.org.uk/documents/1494935/9042554/RSPCA+welfare+standards+for+laying+hens+2017+%28PDF+4.46MB%29.pdf/fd2c382d-1a4a-29ee-781f-158c34ca6082?t=1557668428002>

<sup>3</sup>

<https://www.southwestfarmer.co.uk/news/24749426.tesco-asda-lidl-iceland-may-break-2016-cage-free-egg-vows/>

## 5. “Only food label solely dedicated to farm animal welfare”

Whilst we encourage our members to comply with other standards, we’re the only food label solely dedicated to the welfare of animals, concentrating our resources and efforts on improving the lives of farmed animals<sup>4</sup>. See **Appendix two** for a full list of other UK food labels and their areas of focus.

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<sup>4</sup> <https://www.rspcaassured.org.uk/solelydedicated>



## Appendices

### Appendix one

Retailers' pledges to go cage-free (according to [chickenwatch.org](https://chickenwatch.org)) and the current availability of eggs from caged hens:

<b>Retailer</b>	<b>Pledge</b> (based on <a href="https://chickenwatch.org/progress-tracker">https://chickenwatch.org/progress-tracker</a> )	<b>Currently sells eggs from caged hens?</b> (As of Jan 1 2025 - based on retailer's e-commerce sites/ availability in-store)
<b>Aldi</b>	100% CF (cage-free) by 2025 (shell eggs + ingredients)	Yes
<b>Asda</b>	100% CF by 2025 (shell)	Yes
<b>Iceland</b>	100% CF by 2025 (shell)	Yes
<b>Lidl</b>	100% CF by 2025 (shell)* Reneged on this pledge in 2023	Yes
<b>Marks &amp; Spencer</b>	100% CF (shell + ingredients) since 2017	No
<b>Morrisons</b>	100% CF (shell) since 2020 100% CF by 2025 (ingredients)	Shell - No Ingredients - Yes
<b>SPAR</b>	100% CF by 2025 (shell)	Yes
<b>Sainsbury's</b>	100% CF (shell) since 2019 100% CF (ingredients) since 2012	No
<b>Tesco</b>	100% CF by 2025 (shell + ingredients)	Yes
<b>The Co-operative</b>	100% CF (shell) since 2008 100% CF (ingredients) since 2010	No
<b>Waitrose &amp; Partners</b>	100% CF (shell) since 2001 100% CF (ingredients) since 2008	No

### Appendix two

Labels that might appear on meat, fish, egg or dairy products in the UK:

<b>Label name</b>	<b>Description</b>	<b>Area of focus</b>
<b>Aquaculture Stewardship Council (ASC)</b>	The ASC was set up to minimise the main impacts of farmed fishing and to promote fish that have been farmed responsibly and sustainably. A single ASC Farm Standard will come in in 2025 and will include fish welfare.	Environment & sustainability

<b>B Corp</b>	Any company, from fund management to furniture, can become B Corporation Certified. A B Impact Assessment is done on a company's impact on its workers, customers, community and environment, as well as requiring a company's board of directors to balance profit and purpose.	Worker's rights  Environment & sustainability  Governance
<b>Carbon Trust</b>	It shows that a product's carbon footprint has been measured to internationally recognised standards. This will usually be accompanied by claims of how much the product has reduced its carbon over a period of time or has set targets to reduce its emissions.	Environment & sustainability
<b>Cocoa Life</b>	Founded in 2012, Mondelez's in-house sustainability scheme trains farmers to increase yields and income and adopt good farming practices to protect forests. It also aims to empower workers and combat child labour. Cocoa Life works with the Fairtrade Foundation. It doesn't offer minimum pricing to producers but has pledged that producers will not be worse off than they would be under Fairtrade.	Environment & sustainability  Worker's rights
<b>Cocoa Plan</b>	Nestle's in-house sustainability scheme aims to make cocoa farming more profitable for farmers by providing them with better-yielding cocoa trees and training them to use land sustainably. It also works to eliminate child labour, empower women, and improve transparency in the supply chain. Farmers aren't offered minimum pricing. Cocoa Plan works with the Rainforest Alliance. The Cocoa Plan label on the packaging will usually be accompanied by the Rainforest Alliance seal.	Environment & sustainability  Worker's rights
<b>Dolphin Safe</b>	The Earth Island Institute monitors tuna fishing to ensure tuna is caught without any chasing, netting and killing of dolphins. The capture and killing of dolphins is only really associated with yellowfin tuna in the Eastern Tropical Pacific as dolphins swim alongside this type of tuna. Other tuna, such as skipjack, may be labelled as dolphin-safe but, in reality, dolphins won't have been endangered in its capture.	Environment & sustainability (wild animals)
<b>EU Organic - Leaf logo</b>	The use of this EU Organic logo is optional on UK foods and may be found in addition to other organic certification scheme logos such as Soil Association or OF&G. For a food to be labelled as organic, it must be certified by one of the organic certification bodies, or it is in breach of the law. This is not necessarily the case in countries outside of the UK and EU. For pre-packed food to be labelled organic, at least 95% of the ingredients of agricultural origin must be organic. Products must meet strict criteria around the use of pesticides, fertilisers, drugs and animal welfare.	Environment & sustainability  <b>Animal welfare</b>  Medicines & GMOs

<b>Fairtrade</b>	Fairtrade covers environmental, economic and social standards. It's the only scheme that currently sets minimum market prices for what farmers and producers are selling to cover the cost of sustainable production, plus it gives them an additional premium to invest in community projects. To be certified, farms also need to have fair working conditions, ban forced and child labour, and meet environmental criteria such as responsible waste management and water use, and minimal use of pesticides.	Worker's rights Environment & sustainability
<b>Free-range</b>	In the UK, the words 'free-range' on packaging cover a variety of standards, and there's no official free-range logo. For poultry, there is a legal definition of what 'free-range' must mean, but for other livestock, there isn't. For example, chickens must have access to the outdoors for a minimum of half their lives to be labelled free-range. Free-range pigs are expected to have permanent access to pasture throughout their lives, but this is set by a voluntary industry code.	Animal rearing system
<b>Friend of the Sea</b>	For fisheries there are rules about overfishing, caps on the number of fish that are discarded back into the ocean and restrictions on bycatch. For fish farms, standards include minimising impact on the surrounding habitat, and banning the use of growth hormones, genetically modified organisms (GMOs) and child labour. It isn't a common label on UK seafood in supermarkets; MSC or ASC are more common certifications.	Environment & sustainability (wild animals) Worker's rights Medicines & GMOs
<b>LEAF (Linking Environment and Farming) Marque</b>	This scheme aims to deliver sustainable food and farming. Products carrying the logo operate to sustainable farming standards, for example by managing soil quality, using water and energy efficiently and controlling pollution. Standards are reviewed at least every five years to remain relevant and were updated in September 2023.	Environment & sustainability Medicines & GMOs
<b>Lion Quality</b>	It is primarily a food safety standard that applies to all types of hen systems— caged, barn, free-range, and organic. British Lion mark eggs come from hens that have been vaccinated against Salmonella and are guaranteed British. Eggs will also be stamped with a code that denotes the system the hen is kept in (0= Organic, 1 = Free-range, 2 = Barn, 3 = Cage) and a code that locates the farm where the egg was produced.	Medicines Source of origin Food safety
<b>Marine Stewardship Council (MSC)</b>	It indicates that the fishery is part of a pledge to prevent overfishing and ensure enough fish are left in the sea. The fishery needs to prove that it doesn't affect other species or ocean habitats. Since August 2019, fisheries also need to show they comply with workers' rights. All fish carrying the MSC logo are traceable. Certification status can change depending on fish stocks. The scheme doesn't cover animal welfare.	Environment & sustainability

<b>Organic Farmers &amp; Growers (OF&amp;G)</b>	The second-largest organic certification body in the UK, after the Soil Association, OF&G certifies more than 50% of organic land. For a food to be labelled as organic, it must be certified by one of the organic certification bodies, or it is in breach of the law. Like all organic certification bodies, OF&G-certified products must meet strict criteria around the use of pesticides, fertilisers, drugs and animal welfare. Livestock will have access to the outdoors for a significant portion of their lives.	Environment & sustainability  Medicines & GMOs
<b>Outdoor bred</b>	It tells you that pigs are born in systems with outdoor space, then brought indoors for fattening after weaning, while the mother pig continues to live outdoors. There is no official logo.	Animal rearing system
<b>Outdoor reared</b>	It tells you that pigs are born in systems with outdoor space and spend around half their lives outdoors. There is no official logo.	Animal rearing system
<b>Pasture for Life</b>	A certification scheme that ensures that the meat or dairy you buy is 100% pasture-fed (grass and forage crops) and has had no grain or commercially produced feed. This usually means the animal will be higher welfare, although meat or dairy labelled with the Pasture for Life logo may also have other welfare labels, such as RSPCA Assured.	Animal rearing system  <b>Animal welfare</b>
<b>Rainforest Alliance</b>	Like Fairtrade, the Rainforest Alliance scheme covers social, economic and environmental issues. Products that carry this logo must prove they have systems in place to protect the farm's natural biodiversity and resources. These include restricting the use of certain pesticides, not contributing to deforestation, minimising soil erosion and monitoring how much energy and water they use. Additionally, they must treat workers fairly, not allow child labour and be part of the Global Living Wage Coalition. Unlike Fairtrade, it doesn't offer a minimum price but there are additional cash payments made to producers for certified crops. UTZ merged with the Rainforest Alliance in 2018 and so the Rainforest Alliance seal replaces the UTZ label.	Worker's rights  Environment & sustainability
<b>Red Tractor (Assured Food Standards)</b>	A Red Tractor logo means the food you're buying is British and traceable back to its origin (vital for food safety, as issues can be pinpointed and resolved at source). The standards Red Tractor sets are enforced through monitoring and inspections by an independent body. While some of its welfare standards don't go beyond legal minimums, Red Tractor has recently launched an enhanced welfare standard for indoor chickens and a free-range label for poultry.	Source of origin  Food safety  <b>Animal welfare (enhanced welfare standards only)</b>
<b>RSPCA Assured</b>	A welfare certification scheme that ensures that the farms, hauliers and abattoirs used in the production of your food have been assessed to RSPCA's farm animal welfare standards. This includes the animals having more indoor space, environmental enrichment, as well as limiting transport time and slaughter methods. It does not guarantee that the animal was free-range, as the RSPCA certifies indoor as well as free-range and organic	<b>Animal welfare</b>



CERTIFICATION MARK

	systems. If you are looking for free-range, it will say this on the packaging.	
<b>Soil Association Organic</b>	All food sold as organic in the UK and EU must come from producers registered with an approved certification body. The biggest is the Soil Association, which certifies more than 70% of organic food in the UK. For livestock or animal-derived ingredients, strict criteria include reduced use of drugs, no GM feed, generous allowances for space and guarantees the animal will live free-range for a significant portion of its life. For crops, the use of pesticides is strictly limited, and artificial fertiliser can't be used.	Environment & sustainability  Medicines & GMOs  <b>Animal welfare</b>

Source:

<https://www.which.co.uk/reviews/food-and-drink/article/decoding-food-labels-sustainability-welfare-and-food-safety-aJrmB9R2Aji1>

### Appendix three

#### Filming locations

- The majority of the farm shots in this advert were filmed at West Newbiggin Farm, Norton Back Lane, Sadberge, Darlington, DL2 1SU, on 5 June 2024.
- One shot (featuring a hen on a fencepost at 00:00:27) was taken from an earlier shoot at The Macs Farm, Dumbrells Court Road, Ditchling, East Sussex BN6 8GT on 13 September 2021.
- Both of these farms held full membership of the RSPCA Assured certification scheme at the time of filming.
- The shopping scene was filmed at Harvest N5, 2-4 Highbury Corner, London N5 1RD on 30 May 2024.
- The kitchen scene was filmed on location (private residence) London, 30 May 2024.