

Where does my food come from when I'm eating out?

*This is what 70% of UK adults want to know, according to new research published today by the RSPCA's ethical food label, RSPCA Assured**

December 7th 2022

In response, RSPCA Assured has today launched a new [online resource](#) to encourage more businesses to source higher welfare food.

The research also reveals that RSPCA Assured is the most trusted farm assurance label in the UK and is ranked first amongst UK adults when choosing animal welfare assurance versus other food labels.** Farm animal welfare is also a key issue for customers, with 69% of the UK public saying they care about it.*



RSPCA Assured

head of commercial partnerships, Cliona Duffy, says: "The label is now found on more than 1,400 products across all the major supermarkets, including chicken, pork, eggs, milk, salmon and trout. Visibility amongst consumers has never been higher and it couldn't be a better time for more restaurants to take advantage of the growing trend for higher welfare food."

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The new RSPCA Assured [online resource](#) for foodservice businesses, showcases the benefits of sourcing RSPCA Assured products. It also includes a step by step guide on how to become a member and start using the label.

Duffy continues: “I would also urge businesses to look at our [supplier directory](#), which we update monthly. It lists hundreds of suppliers of RSPCA Assured products across the country, from those offering raw ingredients, such as eggs and chicken, to processed products like liquid eggs, ice-cream and mayonnaise.

“It is also worth pointing out that nearly all farmed Scottish salmon and free range eggs from the UK are already RSPCA Assured. So there will be many businesses who could already be enjoying the benefits of using the logo on their menus.

“So we hope that both resources will give the foodservice industry the boost it needs to better develop higher welfare supply chains, and give those already sourcing higher welfare products the tools to market them and reap the benefits.”

The RSPCA Assured scheme was set up nearly 30 years ago to help improve the welfare of farm animals and give consumers a greater welfare choice. More than 12% of UK farm animals are now farmed under the RSPCA Assured scheme, including more than 90% of Scottish farmed salmon and free-range eggs.

More information about RSPCA Assured can be found [here](#)

Ends

Notes to editors

*Research carried out by Opinium amongst 2000 UK adults in September 2022

**Other food labels used in the research were Soil Association, Red Tractor, Lion Code and The Aquaculture Stewardship Council

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