

RSPCA Assured launches new online documentary series and TV ad campaign

Fronted by Channel Four's Food Unwrapped presenter, Kate Quilton

Tuesday 17 August 2021

RSPCA Assured has today launched the first episode in its new micro-documentary series, *Welly Vision*, which has been made in a major push to better educate consumers about farming and where their food comes from.

Presented by food journalist, campaigner, and *Food Unwrapped* presenter, Kate Quilton, the first installment of *Welly Vision* is available to view now on RSPCA Assured's [website](#)



The 10-minute micro-documentary focuses on pigs and is aimed at people who eat bacon, sausages or other pork products, or who are interested in finding out more about pig farming. There are also two shorter videos that delve into pork labelling and pig behaviour.

Commenting on the new series Xenia Kinglsey, RSPCA Assured's marketing manager, says:

"The purpose of *Welly Vision* is to give viewers an authentic, feet-on-the-ground look at life on RSPCA Assured farms. We will be tackling some key issues to help better educate

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people about the reality of food and farming. At the same time, the series aims to build even more awareness of the importance of farm animal welfare and trust in the RSPCA Assured brand.”

Welly Vision will be promoted with TV advertising on Channel 4, Sky 1, Eden and HGTV as well as video-on-demand services from this Saturday 21 August for one week. Peak spots will include slots during *Matt Baker: Our Farm in the Dales* and *Sunday Brunch*.

The campaign will also be supported by full-page print ads in *Sainsbury's* and *BBC Good Food* magazines, as well as social media ads and organic posts.

Future episodes of *Welly Vision* will focus on other species including laying hens, broiler chickens and turkeys.

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