

Freedom food : RSPCA monitored : RSPCA assurance of farm animal welfare / Tesco.

Contributors

Tesco (Firm)
Royal Society for the Prevention of Cruelty to Animals.

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Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

Win a Holiday in our FREE Prize Draw!

1ST PRIZE

1 WEEK HOLIDAY ON A FARM IN CORNWALL
Choose a one week self catering holiday for four people on a farm in Cornwall from the Cornish Farm Holiday Brochure.

2ND PRIZE

£200.00 worth of Tesco vouchers.

RUNNER UP PRIZES

250 Freedom Food cool bags.



Who monitors Freedom Food Scheme members ?



Government



Tesco



RSPCA

Please tick your chosen answer

I buy Freedom Food products because (in not more than 15 words)

.....

Name

Address

.....

Please send your answer to: Freedom Food Ltd., The Manor House, Causeway, Horsham, West Sussex, RH12 1HG

Terms and Conditions. No purchase necessary. Closing date: 27th June. Entry is open to U.K. residents over 18 years old except employees and their families of Tesco Stores Ltd, Freedom Food Ltd, and the RSPCA. First prize winner will be the first entry to be drawn, second prize winner will be the second entry to be drawn and the runner up winners will be the first 250 names drawn. No cash alternative. First prize winner will receive the named brochure to choose their holiday by the 25.7.98. The prize must be taken within twelve months and must not exceed the prize value of £200.00. Second prize winner and runner up prizes will be received by 25.7.98. Promoters: Freedom Food Ltd., The Manor House, Causeway, Horsham, West Sussex, RH12 1HG.

Freedom Food Enquiry Line 01403 223284

20/6/98



RSPCA assurance of farm animal welfare

TESCO

Every little helps.

Freedom Food

Leading the way in animal welfare.

The label

The Freedom Food label on meat, poultry, eggs and dairy products gives you the assurance that they have been produced from animals that have been cared for to high standards of animal welfare, written by the RSPCA. In order to become a Freedom Food member the farmer, haulier and abattoir involved in the chain of production have to be formally assessed by Freedom Food assessors. Scheme members have to be assessed every year to ensure the standards are maintained. The five freedoms provide a framework for the standards to be written around.



Monitored

Every year, all the producers are assessed by Freedom Food. But, as an additional safeguard, the RSPCA independently monitor producers to ensure that welfare standards are always maintained.

The five freedoms.

- Freedom from fear and distress.**
Staff who handle livestock need to understand the basics of animal behaviour, in order to avoid potentially stressful events such as moving animals and loading/unloading. Mixing different social groups can be distressing and result in injury. Freedom Food standards require that this risk is minimised.
- Freedom from pain, injury and disease.**
Animals must be protected from injury and from elements which may cause pain or ill health. Shelter must be provided to protect from the weather and the environment must be well managed to promote good health.
- Freedom from hunger and thirst.**
The diet must be satisfying, appropriate and safe. The standards ensure that bullying and competition at feed time are prevented by specifying generous feeding and drinking space allowances. Growth promoting hormones and animal protein are not permitted.
- Freedom from discomfort.**
RSPCA welfare standards ensure that a clean, dry, comfortable bedded lying area is provided. Space allowances are specified which ensure that the animals have adequate room to lie down, move around and interact with company of their own kind.
- Freedom to express normal behaviour.**
This ensures the behavioural needs of the animals are met. For example, laying hens need to flap their wings, preen and dustbathe and pigs need to be able to root, forage and play.



Tesco commitment to farm animal welfare

Tesco continue to be proactive when it comes to animal welfare. The ongoing development and growth of the Tesco Producer Groups, ensures traceability from the farm to the supermarket shelf and the assurance that Tesco's strict safety, quality and welfare standards have been met throughout the chain. Tesco are working with our producers and Freedom Food to supply the fresh meat counters with only meat and poultry reared under the Freedom Food scheme. All fresh meat counters are only selling products derived from animals reared to the RSPCA welfare standards. This reaffirms our common aim to raise standards of farm animal welfare.

Price pledge

The Freedom Food scheme is self funding and relies upon charges made to scheme members and retailers. This means that it does cost more for producers to rear animals under the Freedom Food scheme. Tesco are determined to continue to deliver unbeatable value, absorbing the cost of the scheme, and at the present time continuing our 'no extra cost' policy for our customers.

The future

At Tesco we will continue to show our commitment to Animal Welfare by working with the RSPCA to find even better ways of looking after our farm animals. Together we are continuing to research all important aspects of farm animal care to make sure that we maintain high standards for our customers as well as providing the best possible welfare conditions for the animals. Remember, every purchase from our range helps to ensure higher levels of Animal Welfare.