

Wednesday 26 February 2025

RSPCA Assured launches campaign to raise awareness for hen welfare this Pancake Day

As well as encouraging more people to choose RSPCA Assured labelled eggs and support higher welfare farming

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

The 30-second Pancake Day TV advert, showcases the journey of an RSPCA Assured egg from farm to fork and stars RSPCA Assured laying hen producer, Phillip Twizell. Made by 2S Films, the advert will air across the Channel 4 network from 24 February until Pancake Day - 4 March. It is expected to appear during the ad breaks of programmes such as Death in Paradise, At Home With Katherine Ryan and Grand Designs.

The campaign is part of a major bid to educate consumers on where their food comes from and the impact their shopping decisions have on the lives of farmed hens.

A new survey, commissioned in support of the campaign¹, found that almost half of UK adults admit that they don't know how to make a pancake and a quarter aren't aware that pancakes contain eggs².



Kelly Grellier, Chief Commercial Officer at RSPCA Assured, said: "Something as simple as not knowing what ingredients are in a pancake might seem innocuous and funny, but it exposes an important truth - as a nation, we are clueless about egg production and don't know enough about what we are eating and where our food comes from."

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“We hope that our campaign will help to bridge this gap in understanding by providing consumers with important education about how their choices directly affect the welfare of farmed animals. We are aiming to increase understanding of higher welfare farming and encourage support for our RSPCA Assured member farms.

“We also hope to reach producers who are not yet part of the RSPCA Assured scheme and invite them to come and talk to us about transitioning to higher welfare farming.

“Our [Farming and Technical Engagement Team](#) are on hand to talk to anyone thinking of joining the RSPCA Assured family and are happy to showcase the benefits of the RSPCA welfare standards to both producers and their hens.”

The RSPCA Assured survey also found that consumers want to make ethical food choices, for example 60% of people said it is important to them that the ingredients in their pancakes come from higher-welfare farms³.

“It’s really encouraging to see consumers wanting to prioritise hen welfare when they shop and recognising that hens are sentient creatures who deserve a good life.” Kelly added.

“Nearly 20% of UK egg production still comes from caged hens⁴ and we’d love to see that drop to zero. By continuing to campaign about these important issues we hope consumer, retailer and industry concern will grow until we finally see no more caged hens.”

RSPCA Assured is the only food label solely dedicated to farm animal welfare. All RSPCA Assured certified egg producers - whether free-range, organic or barn - must meet nearly 700 strict standards all aimed at improving hen welfare. These standards include providing perches, nest boxes and enrichment items like straw bales and pecking objects, which allow hens to express natural behaviours such as nesting, foraging and perching.



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Phil Twizell, RSPCA Assured member and founder of the [Good Egg Fella's](#) in County Durham, said: "As a livestock farmer, you're responsible for the welfare of your animals. They are sentient beings and I feel it's just a natural thing to do, to be caring for your animals.

"If you get the welfare right, you get better production and you enjoy your job more. The RSPCA Assured label gives consumers confidence that eggs are produced to the highest welfare standards we can achieve, and that we're adhering to the standards. When I see my hens happy, healthy and laying great quality eggs, I couldn't be happier."
Help build a better world for farmed animals and look for the RSPCA Assured label. View the RSPCA Assured advert here and find out [more online](#).

-ends-

Notes to editors:

Please find Broll footage for broadcast use here, if you need an even higher resolution please drop us an email and we can transfer it over:

<https://we.tl/t-M7dfaYHBrD>

Please find a high-res image selection here: <https://we.tl/t-d3pe21nR1w>

- 1,2: RSPCA Assured commissioned survey conducted by YouGov Plc. Total sample size was 2068 adults. Fieldwork was undertaken between 3rd - 5th January 2025. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).
- 3: RSPCA Assured commissioned survey conducted by YouGov Plc. Total sample size was 2003 adults. Fieldwork was undertaken between 31st January - 3rd February 2025. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).
- 4: Statistic sourced from DEFRA Q4 2024 report <https://www.gov.uk/government/statistics/egg-statistics/quarterly-uk-statistics-about-eggs-statistics-notice-data-to-june-2024>

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- *In the UK, around eight million hens (20%) are still kept in cages that restrict their ability to move around, stay active and easily perform natural behaviours - like dustbathing. Being in a cage can make hens stressed and frustrated, which can lead to abnormal behaviours like birds pulling out each other's feathers. It is also common to see bald patches from where their heads and necks have rubbed on the bars when they poke their heads out to feed. The old battery cage was banned in Europe in 2012, but many were just replaced by a new type of cage called a 'colony' or 'enriched caged' - which in reality, is not much better and gives each hen about as much space as the size of a large pancake (31.5cm) which is totally unacceptable.*

EP | RL | KG |

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