



Chickens should be able to express their natural instincts. Like foraging, exploring and sticking one past the keeper.

Chickens playing football? It may sound odd, but a short peckabout is one way to help satisfy chickens' natural curiosity and prevent them from getting bored. At RSPCA Assured we'll do everything we can to look after farm animals. That includes making sure all our approved farms comply with strict RSPCA welfare standards. It could only cost a little bit extra and it means salmon get more space for swimming, cattle get comfortable bedding and pigs get protection from the sun. We think it's a price worth paying. After all, every purchase helps improve the lives of farm animals.

And maybe their ball skills as well. www.rspcaassured.org.uk

Make the right choice.

Look for the RSPCA Assured logo.



How many farm animals do you know with their own Olympic-sized swimming pool?

Are we too kind to our salmon? We don't think so. The fact is, salmon need space for swimming and we'll do everything we can to give it to them. At RSPCA Approved farms a typical salmon pen contains the volume of an Olympic-sized swimming pool. And because of lower stocking densities, each salmon gets plenty of room to swim around. It's part of the farms' commitment to meeting RSPCA welfare standards so that every farm animal can have a better quality of life. And it could only cost you a little bit more. Playing your part in caring for farm animals has never been easier. At least you don't have to clean out their pool.

Make the right choice.
Look for the RSPCA Assured logo.



Reg. charity no. 1059879. A Charity registered in England and Wales.

A
M
V
B
D
O

File: 13513_FreedomFood Salmon 297x210 Size: 297x210
Client: RSPCA Op: Den Date: 30.06.06
Publication: MASTER FILE

Proof

1

Page: 1

Project Manager	
Creative Team	
Editors	
Accountants	
Creative Director	

APPROVED

Intelligent. Social. Goes really pink in the sun. Pigs are just like us really.

Unfortunately, when pigs get burnt they can't just slap on some aftersun. But with our help they won't need to. RSPCA Approved farms provide all free-range pigs with ways to keep cool and protect themselves from the sun. It's part of their commitment to meeting RSPCA welfare standards so that farm animals can have a better quality of life. Cattle get comfortable bedding, salmon get more space for swimming, and hens aren't kept in cages. And it could only cost a little bit more on the price of your shopping. We think it's rather clever and, more importantly, so do the pigs. www.rspcaassured.org.uk

**Make the right choice.
Look for the RSPCA Assured logo.**



RSPCA Assured labelled products come from farms inspected to RSPCA welfare standards. These standards cover a range of husbandry systems including indoor as well as outdoor reared pigs. Reg. charity 1059879. A Charity registered in England and Wales.

**B
M
V
D
O**

File: 13513 FreedomFood Pigs_Master
Client: RSPCA
Publication: ???

Size: 297X210
Op: Den
Date: 29.06.06

Proof
3
Page: 1

Project Manager	
Creative Team	
Editors	
Account Team	
Creative Directors	

APPROVED