

CHOOSE WISELY

& WHAT IT MEANS

FOR US

WHAT IS CHOOSE WISELY?

Choose Wisely is an RSPCA initiative to make choosing humane food when eating out a whole lot easier.

Choose Wisely businesses are using cage-free eggs, higher welfare chicken and/or free range or bred free-range pork as much as they can.

WHAT IS HUMANE FOOD?

The RSPCA believes that people can eat meat or eggs and still care about the welfare of the animals that provide it.

Humane food is food that's produced with the welfare of the animal as a priority. The standards of production on humane or higher welfare farms are much higher than those in conventional systems and even of those required by law.

This is a really big deal. It means layer hens, meat chickens and pigs are free to socialise and express natural behaviours. In other words, they're farmed ethically.

WHY ARE WE INVOLVED?

Customers these days care about where their food comes from and how it's produced. They're asking questions and find inhumane intensive farming systems absolutely unacceptable. We agree, so we've put humane food on our menu and we're taking a leading role in this global trend.

HOW DO CUSTOMERS KNOW WE'RE INVOLVED?

We're listed on the Choose Wisely website, which means we show up in search selections, directing customers looking to eat humane to eat with us.

WHAT DO WE NEED TO TELL CUSTOMERS?

If a customer asks about the Choose Wisely sticker or if CW is mentioned on our menu, please let them know that we serve humane food and are part of the RSPCA's Choose Wisely initiative.

The CW on our menu identifies meals that use humane food. Find out from the manager or head chef whether

this means we're using cage-free eggs, free-range or higher welfare indoor chicken and/or free-range or bred free-range pork.

HOW CAN WE SPREAD THE MESSAGE?

Get social! Follow RSPCA Choose Wisely on Instagram. Post images of food, branding and the Choose Wisely sticker.

@rspcachoosewisely
#rspcachoosewisely
#eathumane

CHOOSE WISELY.
PUTTING HUMANE FOOD ON THE MENU



An initiative of the **RSPCA** 