

## **Press releases and events**

# **RSPCA: Cost before ethics as shoppers shun higher welfare sandwiches**

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In a sign of the times, a new YouGov\* survey shows the UK places cost as the most important factor when choosing a sandwich at lunchtime, with little consideration to higher welfare fillings when buying on the high street.

When asked how important they consider animal welfare to be when buying food, just over half of UK adults (51 per cent) thought it to be important. However, consideration of welfare-friendly produce dropped to about one in 10 (11 per cent) when shopping for sandwiches compared to factors such as cost (60 per cent), type of flavour (52 per cent) and appearance (39 per cent).

The research\*, commissioned by the RSPCA to mark British Sandwich Week, also found lunchtime shoppers are as quick as they are concerned about their cash, with 64 per cent of respondents who buy sandwiches 'on the go' saying they take less than one minute to choose their sandwich from a shop display.

The RSPCA has today (May 14 2011) launched a consumer campaign, called 'Fairer Fillings' aimed at encouraging people to consider what they put into their daily sandwich during British Sandwich Week 2011. Whether they choose chicken, egg, salmon, ham or bacon fillings, consumers are being urged to think about the conditions the animals have lived in.

"Animal welfare is an increasing priority for food shoppers, and retailers are providing more ranges of higher welfare produce all the time," said Eloise Shavelar, RSPCA farm animal campaign manager. "Nowadays, more and more consumers are choosing higher welfare meat and eggs as part of a weekly food shop, but when it comes to making or buying a sandwich for lunch, people rarely think about animal welfare."

The survey also found that:

- . Seventy four per cent of respondents who make sandwiches at home at least once a week stated it was to save money.

- . Full time students are the most ethically conscious when it comes to buying lunchtime sandwiches, with 16 per cent of students considering the use of higher welfare products - compared to 11 per cent of workers and 9 per cent of retirees.

. Nineteen per cent of people start thinking about what to have for lunch the day before!

"Buying a sandwich with a Fairer Filling can be a challenge as it can be fairly difficult to find 'food on the go' that contains higher welfare products or provides labelling that details how animals have been farmed. We need our shops to provide more animal welfare friendly sandwiches," Eloise Shavelar added.

However, making high welfare sandwiches at home can be easier. According to the poll, 69 per cent of UK adults make sandwiches for lunch at home at least once a week and it is easy to buy ingredients that come from higher welfare sources.

To mark the launch of 'Fairer Fillings' the RSPCA has posted lots of sandwich-related hints and tips on its campaign website [www.rspca.org.uk](http://www.rspca.org.uk). There is also a shopping guide with information on where to buy sandwiches and fillings, labels to look for and why buying higher welfare fillings matter.

National sandwich week is the perfect time to get talking about the welfare of meat, fish and eggs in your lunch break. Small choices really can make a big difference to farm animal welfare, so why not swap one sandwich this week for a fairer filling?

-Ends-

Notes for editors:

\*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2097 adults. Fieldwork was undertaken between 21st - 26th April 2011. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

The full survey results and interviews are available. Please contact the RSPCA press office on 0300 123 0244.

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