

RSPCA Assured announces new chief executive

Wednesday 23 Nov 2022

RSPCA Assured - the RSPCA's higher welfare food label and farm assurance scheme - has appointed Mike Baker as its new chief executive.

Mike Baker will take up his new role on 1 December 2022, after previously spending eight months as RSPCA Assured's interim chief executive.

David Smith, chair of the RSPCA Assured Board and head of the recruitment panel, said:

"I'm delighted that Mike has agreed to make his interim position as CEO of RSPCA Assured permanent, after a robust and thorough recruitment process with many high calibre candidates.

"Mike has excellent leadership credentials, having held CEO posts in multiple UK and international animal charities, and a track record of delivering innovative change.

"RSPCA Assured forms an incredibly important part of the RSPCA's strategy, and Mike presented a bold vision about how the scheme can have an even greater impact on improving the welfare of farm animals, through more effective engagement with consumers, the food and farming industry and other key stakeholders.

"His drive and passion for transforming farm animal welfare were evident at every stage of the interview process and I've no doubt he will be an invaluable asset to the charity."



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Commenting on his new appointment, lifelong animal welfare supporter and owner of three rescue dogs, Mike said: “It’s a privilege and an honour to have been given the opportunity to lead such a unique and dedicated charity in its mission to improve the welfare of farm animals.

“More than 30 million farm animals, plus many millions of salmon and trout, are currently reared under the RSPCA Assured scheme. It’s an incredible achievement but we need to go even further.

“Together with the RSPCA, we want to see at least half of all farmed animals in the UK reared to the RSPCA’s welfare standards by 2030. It’s an ambitious aim but by engaging and working together with our members, retail partners, the wider food and farming industry and the public, I’m confident it can be achieved.

“I am fortunate to have already met many dedicated RSPCA Assured members and food business partners who are passionate about animal welfare, which is incredibly encouraging, and I’m really looking forward to meeting and working with many more over the coming months.”

Mike has 25 years experience of working in leadership roles including CEO posts most recently held at The Donkey Sanctuary, World Animal Protection and The Brooke.

Despite the cost of living crisis, more RSPCA Assured products are now available than ever before - proof that retailers and their customers are standing firm by their animal welfare ethics.

Earlier this year, RSPCA Assured saw a major move by M&S to sell only 100% slower-reared, higher-welfare RSPCA Assured fresh chicken, in addition to RSPCA Assured pork, farmed salmon and trout, milk and eggs. The scheme also continued to make an impact in discount supermarkets, with Lidl announcing a move to only stocking 100% RSPCA Assured free-range eggs by 2024.

Further information about RSPCA Assured can be found [here](#) or by contacting the press office.

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