

M&S Café awarded animal welfare honour by ethical food label, RSPCA Assured

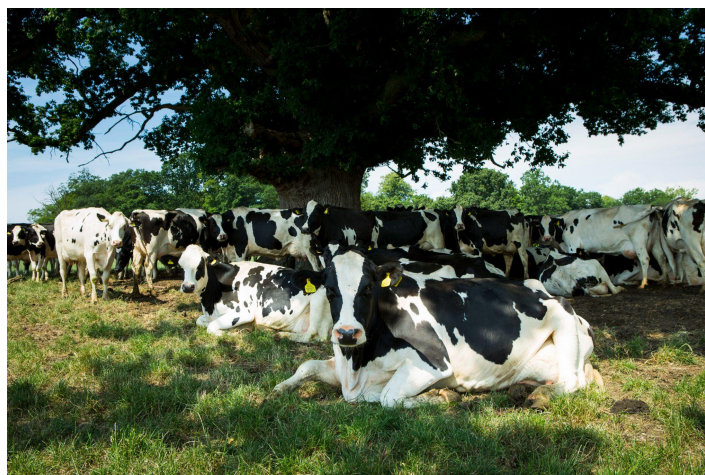
The High Street cafe is ‘leading the way for farm animal welfare’

Friday 9 June 2023

RSPCA Assured has awarded M&S Café with a special award to honour their commitment to animal welfare in their 330 cafes.

The annual Footprint Awards, which shine a spotlight on the foodservice industry and recognises leading sustainability practices, was held at the Royal Institute of British Architects (RIBA) in London yesterday (Thursday 8 June).

RSPCA Assured, the RSPCA’s ethical food label and farm assurance scheme, sponsored the Higher Animal Welfare in Foodservice Award which went to worthy winners M&S Café.



Cliona Duffy, Head of Corporate Partnerships at RSPCA Assured, said: “M&S Café is truly leading the way for farm animal welfare. They are the only cafe group in the UK to use 100% RSPCA Assured milk which means the dairy cows have been cared for to the RSPCA’s strict higher welfare standards. They also use 100% free-range eggs and free-range or organic pork in their recipes showing just how important farm animal welfare is to M&S.

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“From the passionate dairy farmers, to the shops and cafes on our High Street, M&S is a trailblazer for farm animal welfare and so we wanted to give them this award to recognise their efforts.”

As well as using RSPCA Assured milk in all of their 330 cafes, they are also the only retailer to sell 100% RSPCA Assured milk in their stores, and have more RSPCA Assured products on offer than any other retailer.

Sharry Cramond, Marketing Director and Director of Hospitality, at M&S, said: “I am delighted that Marks & Spencer Café has won the Footprint Awards for Higher Animal Welfare last night, awarded to us by the RSPCA Assured. The Footprint Awards are the barometer for environmental sustainability and responsible business practice in the hospitality and food-to-go industry. One of the things I love most about working for M&S is our leadership in farm animal welfare sourcing, this is something that is incredibly important to us and to our customers who have come to expect this from M&S.

“It’s in the DNA of how we do business and our colleagues go to great lengths to work with the best farmers – those who are dedicated to quality, and who take good care of their animals. We are not just any Café... we are M&S Café.”

M&S milk comes from farms certified by RSPCA Assured and dairy cows cared for to the RSPCA’s higher welfare standards. There are 300 welfare standards covering the entire life of a dairy cow with cow and calf health and comfort at their heart. This means ensuring cows are given access to pasture during the grazing season, they are also given plenty of space and environmental enrichment such as cow brushes so they can groom themselves.

In addition to M&S’ animal welfare commitments, M&S’ wider range of sustainability commitments include 100% Fairtrade tea and coffee. All coffee in M&S Café has been Fairtrade since 2004 and in 2006 they became the first retailer to convert all their tea and coffee across both Café and Foodhall to Fairtrade.

They contribute more Fairtrade Premium for tea and coffee than any other UK retailer – almost £1.6m in 2022. M&S has now gone even further with our “A Cup of Ambition™” initiative, which donates 1p per cup of tea or coffee sold in Café to support tea and coffee producers in some of the most vulnerable communities.

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Ends

Notes to editors

-Image shows cows in a field at an M&S dairy farm

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