



CAMPAIGN UPDATE



GIVE FARMED DUCKS BATHING WATER

'Like a duck to water' campaign

October 2012

The campaign to ensure farmed ducks have full body access to water is ruffling a few feathers – with some supermarkets and the poultry industry trying to defend their current policies to the RSPCA and the thousands of supporters who want to see improved welfare for ducks.

Together so far coverage of the campaign has achieved:

- over 10,000 people taking action to support the campaign - thank you!
- Sainsbury's and M&S (who's own-label ducks have bathing water) have received over 7000 'thank you' emails
- Tesco, Morrisons and Waitrose requesting a meeting with the RSPCA to discuss this issue further

Bathing water – the debate

The British Poultry Council are claiming that the newly established Duck Assurance Scheme standards provide 'bathing' water. Some supermarkets have also wrongly been making this claim, too.

The Duck Assurance Scheme standards, which are the duck industry's own standards and used for most supermarket duck meat and Gressingham branded duck, only insist that wide channel bell drinkers (pictured right) are provided on their farms. These open water facilities only allow ducks to dip their heads in the water and most definitely do not provide water to bathe in.

Water goes here



Wide channel bell drinker

Can you imagine trying to bathe in a hand basin!

We believe ducks are entitled to water they can get into, to be able to stand in. This is not only important for meeting their behavioural needs, but also helps keep their eyes and nostrils clean and healthy too.

The RSPCA is addressing these misleading claims directly with the British Poultry Council and retailers.

Thank you for your support

Thank you to everyone who has shared this campaign so far through their social networks. With this campaign update you will also find attached some new assets you can upload onto Facebook and Twitter and help drive supporters to:

www.rspca.org.uk/ducktowater

Together we can improve the lives of millions of farmed ducks.

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This project is funded by:

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