

Campaigns

Animal Care

## Freedom Food - Economic

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**What are the benefits?**

How you can benefit from joining Freedom Food.

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**Welfare**

Find out how your animals benefit from higher welfare.

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**Economic**

See how Freedom Food can add value to your business.

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**Marketing**

How we can help to promote your business.

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Freedom Food members can take advantage of a variety of economic benefits. Benefits that can save you time, save you money and help make your business more profitable.

A leading UK agricultural economist, Professor John McInerney OBE, has stated that welfare standards are becoming increasingly important in today's "food secure, affluent society".<sup>1</sup>

**Add value to your product**

- Freedom Food farm assurance differentiates your product and can give you a competitive advantage.
- Displaying the Freedom Food logo enables consumers to identify your products as higher welfare.
- Consumers are willing to pay more for higher welfare, so belonging to a higher welfare scheme could increase your margin.
- Joining a higher welfare scheme can enable you to find a niche for your product and widen your target market.
- Association with the RSPCA, one of the most well known animal welfare charities in the world.

**Gain credibility within the supply chain**

- Freedom Food is recognised by Farm Animal Welfare Council (FAWC) as a 'higher level' scheme.
- The scheme is UKAS accredited to EN 45011 through certification body CmiC.
- Major retailers recognise and stock Freedom Food labelled produce, and demand is growing.

**Save time and money**

- We offer combined inspections with the national farm assurance schemes, helping you save time and money, and reducing paperwork.
- Freedom Food members can benefit from cheaper farm insurance from the Rural Insurance Group.

<sup>1</sup> Quote from Freedom Food 10th Anniversary Conference 2004



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