

WSH calls on foodservice sector to commit to higher welfare milk

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Hospitality business [WSH](#) has committed to sourcing 100% RSPCA Assured milk in the UK by the end of 2025 – and is also urging other foodservice companies to commit to purchasing milk from suppliers with higher welfare standards.

WSH's first partner farm, contracted by Wells Farm Dairy, has achieved the accreditation this month, and the business is working with its other farms and suppliers to support their accreditation over the next eight months.

RSPCA Assured welfare standards require that certified farms provide physically and mentally stimulating environments for their animals, as well as space to move and stay active, while antibiotic use must be responsible and for the animals' welfare, not routine, and products must be traceable.

WSH – whose brands include Benugo, Searcys and BaxterStorey – serves 2.6 million meals each day and purchases nine million litres of milk per year.

Kevin Dunford, head of food and UK agricultural procurement, WSH, said: "From a transparency perspective, working directly with our farms is so valuable. Whether we're looking at fair pricing or driving standards up, we're able to visit the farms, talk to the farmers and understand what their challenges are. These conversations extend beyond welfare, to environmental impact, and reducing carbon from farming.

"As a responsible business, we are doing what we can to improve welfare standards across the board and encourage other companies to do the same and look at higher welfare standards when working with milk providers."

Paul Holt, MD, Wells Farm, a leading independent dairy run by the Holt family who have owned the farm for the last 100 years, said: “At Wells, we are working closely with our farms to improve both animal and farmer welfare standards. We are excited by this shared commitment to ethical agricultural standards.”

Kerry Snudden, senior commercial account manager at RSPCA Assured said: “We are absolutely delighted to see WSH making such a strong commitment to higher-welfare dairy farming by sourcing milk from RSPCA Assured certified farms on a large scale.

“By working with RSPCA Assured member farms, WSH is helping to improve the lives of dairy cows as well as supporting the incredible farmers who are dedicated to higher welfare. We hope this move will inspire others in the food sector to follow suit.”