

First RSPCA Assured Labelled Milk Lands in the Catering Sector

1 day ago



[WSH](#) has announced the successful introduction of RSPCA Assured labelled fresh milk across its catering brands, marking a major milestone for animal welfare standards in the foodservice sector.

The transition makes WSH the first major catering group to roll out fresh milk from RSPCA Assured certified farms at scale within foodservice.

The move reflects WSH's long-term commitment to improving animal welfare and strengthening responsible sourcing across its supply chain.

Following a two-year collaboration with Wells Farm Dairy, its network of dairy farmers, and RSPCA Assured, the new dedicated supply went live in February 2026.

Now, more than 600 locations across the business are using the milk. That equates to almost 4million litres converted.

The first 2-litre bottles featuring the RSPCA Assured label are now being distributed across WSH brands including BaxterStorey, BM, Searcys, Benugo, Holroyd Howe, Caterlink, and Genuine Dining Company.

The partnership has focused on ensuring that milk supplied to WSH meets the RSPCA's strict welfare standards, covering areas such as cow comfort, health, nutrition, and access to pasture, alongside independent inspection and certification.

This latest development forms part of WSH's wider ambition to source milk from a fully RSPCA Assured certified supply chain across all of its UK brands and regions.

Kevin Dunford, head of food procurement & UK agriculture, said: “This is a significant milestone for WSH and for the wider foodservice sector. Introducing RSPCA Assured labelled milk at scale demonstrates our commitment to higher animal welfare standards and responsible sourcing.

“This achievement reflects the dedication of our teams and partners over the past two years, and our ongoing ambition to secure RSPCA Assured certified supply chain across our business.”

Deborah Hodson, account manager at RSPCA Assured, added: “We are delighted to see WSH leading the way in foodservice by introducing RSPCA Assured labelled milk. This partnership shows what can be achieved when businesses, producers, and assurance schemes work together to raise welfare standards and give customers confidence in the food they are consuming.”

The project has involved close collaboration with farmers and suppliers to support the transition to RSPCA welfare standards, alongside ongoing engagement and monitoring to ensure compliance and continuous improvement.

By sourcing milk from RSPCA Assured certified farms at scale, WSH continues to strengthen its sustainability and ethical sourcing strategy, reinforcing its position as a leader in responsible foodservice.