

NEWS RELEASE



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PRESS RELEASE

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'EMBRACE FREE-RANGE AND FAIR PRICING ON PIGS' SAYS LEADING ANIMAL WELFARE CHARITY

Tomorrow, Tuesday 4 March, Britain's leading farm animal welfare charity Compassion in World Farming will join thousands of pig farmers in London to campaign for fair prices from supermarkets. The charity is also urging pig farmers to see free-range and higher welfare as the way to save their British bacon.

"Lets pay a fair price for a fair product and make sure that our pig industry is one we can be proud of with better welfare systems and a fair deal for farmers," says Phil Brooke, Welfare Development Manager for Compassion In World Farming.

British pigs are already experiencing better welfare than much of imported products, thanks to the UK ban on sow stalls, but there is still room for improvement, particularly the provision of straw, a reduction in tail-docking and stopping the use of farrowing crate.

Mr Brooke continues, "Free range and higher welfare indoor pig production has much higher potential, both for good welfare and for good business. British standards for pig welfare are higher and British farmers need the help of consumers and retailers so they can move further towards truly high standards.

There has been a big consumer move away from standard factory farmed produce in the wake of national media coverage of farm animal welfare. Recent YouGov research showed that 78 per cent of the public would pay more for their pork if it helped farmers.

Some commentators have wrongly blamed the UK's higher welfare standards for driving up the cost of pig production. However, the rising costs are primarily down to the rising price of

wheat. The effect of the ban on sow stalls was marginal in terms of costs and gave British pig farmers a clear selling point over competitors still using this cruel system.

When buying pork, consumers should not only look for British, but for 'outdoor-reared' and 'out door-bred' and RSPCA Freedom Food. Free-range and organic pigs are also kept to higher welfare standards. Order or download a free Compassionate Shoppers Guide from www.ciwf.org.uk/supermarkets to compare supermarket standards.

Notes:

- Visit ciwf.org/supermarkets to see how each major retailer compares in terms of pig welfare
- Footage and photographs of intensive and high welfare pig farming available on request

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