

FARMING LIFE

COLUMN: THE WAY I SEE IT

All animals should be treated with respect

BY TRACY WORCESTER, DIRECTOR OF FARMS NOT FACTORIES.

Farms Not Factories calls on all high street supermarkets and food chains to only source high welfare meat. With their Pigs In Chains series Jerome and Farms Not Factories are working to end factory farming for good.

The way I see it pigs, and all animals for that matter, should be treated with compassion and with respect for their natural instincts. The worst thing imaginable for a living creature is to be cramped into a steel cage for weeks on end without being able to turn around. In human terms this would amount to torture, and yet that's how mother pigs are treated in the industrial intensive animal factories which produce about three-quarters of the pork consumed in the UK.

My campaign Farms Not Factories is a non-profit organisation that has been campaigning against pig factories for over 15 years. Using films for public screenings and social media, we publicise the damage caused by factory pig farming to the animals, human health and the environment, and urge consumers to only buy high welfare, ethically produced pork labelled RSPCA Assured, Free Range or Organic.

On 26 November we launched a new campaign



The campaign launch in London

Pigs in Chains, which aims to pressure high street outlets to stop sourcing pork produced in intensive, indoor animal factories. We surveyed over 60 well-known high street supermarkets and food chains and ranked them according to their animal welfare sourcing policies.

Although most supermarkets offer pork raised in improved welfare conditions (RSPCA Assured) or high welfare conditions (Free Range, Organic) they also sell pork raised in conditions of utter deprivation in factory farms (often endorsed by the Red Tractor Label) where pigs are kept illegally on concrete floors without bedding and, to prevent tail biting caused

by stress from overcrowding, have their tails routinely cut off - also illegal under EU and UK law.

The vast majority of the restaurant outlets we surveyed don't offer a single high welfare alternative.

Farms Not Factories teamed up with Jerome Flynn, who plays Bronn in Game of Thrones, to urge people to help end factory farming by signing a letter addressed to unethical high street food chain and supermarket CEOs, urging them to only source high welfare pork across their entire own brand ranges. Farms Not Factories is also asking people to sign a second letter calling on the UK government to ban the im-

port of pork produced abroad in conditions that are illegal in the UK.

Please visit www.farmsnotfactories.org to sign the petitions.

Says Jerome: "Factory Farming is one of the most horrific examples of how far we have strayed from our hearts in the relentless drive for profit and so called progress. We call on all our major retailers to do the right thing and lead the way by ceasing to trade in any meat that isn't high welfare. If we are going to farm and take the lives of our animals, then it is our responsibility to honour and care deeply for their lives while they are here, by giving them space to play and roam happily. I call on anyone with a compassionate heart to send a strong message to our government and our supermarkets by refusing to buy any factory farmed meat! It's a horror story that has to stop!"

Thankfully there are some high street food chains that are already setting higher animal welfare standards. McDonald's only sell RSPCA Assured pork across their entire menu and the Co-op only sells Outdoor Bred RSPCA Assured pork throughout their entire own-brand fresh pork range. For a full breakdown of the 60 popular supermarkets and high street chains surveyed, visit www.farmsnotfactories.org.

SEND YOUR VIEWS OR COMMENTS TO FARMINGLIFE@JPIMEDIA.CO.UK

NEWS

Pig and Poultry Fair 2020 - stands selling out fast!

The 2020 British Pig & Poultry Fair is set to be bigger and better than ever with record stand bookings so far.

As the leading event for the sectors the Fair is a must attend event for anyone in the industry wanting to keep up to date and see what is new. Taking place every two years, the Fair returns on 12-13 May at Stoneleigh Park, Warwickshire, where it will host over 350 exhibitors and attract more than 10,000 visitors.

"Uptake for stand space is really strong for 2020," explains event organiser Alice Bell. "The majority of 2018 exhibitors have rebooked and we have a lot of new interest, so even having added in more stand space, we are already over 80% sold out, which proves the event works for the industry."

For producers the Fair is renowned as the place to find the latest ideas and solutions to take home and implement on their own farms - 80% of 2018 visitors planned to make changes to their business as a result of attending the Fair. There is nowhere else to hear from experts and leading producers, meet suppliers and see what is new, all in one day, under one roof.

Once again the Fair will be partnered by ABN and will welcome the leading sector magazines of Poultry Business and Pig World as official media partners.

Not only will there be

more suppliers than ever in 2020, but there will also be more technical seminars with the introduction of two new technical theatres, allowing visitors to find more of the expert advice they are looking for.

"If anyone is wanting to exhibit with us next May, please do get in touch soon to secure your stand space before it is too late," adds Alice. More information about who is already booked can be found on the Fair website www.pigandpoultry.org.uk/2020-exhibitors-confirmed and a link to the exhibitor brochure can be found at; <https://www.pigandpoultry.org.uk/content/uploads/2019/11/9396-PP20-Exhibitor-Email-Brochure-HR-2-new-prices-nov19.pdf> or call 02476 858 284 for stand space details and additional information.

The British Pig & Poultry Fair is a biennial, free to attend event organised by Grandstand Stoneleigh Events Ltd on behalf of the Royal Agricultural Society of England (RASE) and partnered by ABN.

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