

Real Welfare

We took a quantum leap forward last year by introducing Real Welfare audits, and we can now claim to be at the absolute apex of global welfare standards. Real Welfare audits involve specially-trained vets inspecting our pigs and recording iceberg welfare indicators defined by academics, such as lameness, tail and body lesions, hospital pen management and environmental enrichment. Real Welfare is now producing valuable data which is allowing our pig farmers, to use empirical evidence to continually improve animal welfare, whatever their production system.

■ How you can help

Please acknowledge and champion Real Welfare at every opportunity, as our people have found introducing it on their farms to be a considerable challenge. It's absolutely in line with European Commission animal welfare policy, and British pig producers are leading the way!

Antibiotics and pigs

The relationship between the use of antimicrobials in farm animals and resistance in the human population is increasingly an important political and public area of focus. The British pig industry acknowledges the importance of this debate and is adopting a proactive approach with government, regulators and the European Commission, as we all strive to define and implement best practice on farms. Responsible use of antibiotics is key and for this reason we favour the use of medicated feed where necessary, as this is the most accurate (and therefore responsible) method of treating a group of sick pigs.

■ How you can help

Help us ensure the European Commission and the United Kingdom government develop and interpret new legislation on vet-

erinary medicine use, welfare and animal health, that is evidence-based. Policy must be guided by science, not by anti-farming lobby groups.

Transatlantic Trade and Investment Partnership

The European Commission's trade negotiations with the United States should not sacrifice agriculture to trade gains in other sectors.

■ How you can help

Please ensure all pork imported from third countries complies with European Union welfare and health rules particularly on such important issues to consumers as sow stalls, antibiotic growth promoters and castration.

European Union January 2013 stalls ban

Two years ago, a partial ban on gestation stalls for sows was introduced in the European Union but despite a ten-year phase-in, a number of countries have yet to demonstrate compliance. We are particularly concerned as only 40 percent of the pork eaten in Britain is produced in Britain, where gestation stalls have been wholly prohibited for 16 years. The remainder is imported from countries such as Belgium, France, Germany, Ireland, Poland and Denmark — and these countries are still under investigation for non-compliance. It is outrageous that British shoppers could unknowingly be buying pork imported from farms that may still be breaking the law. Please help us hold the Commission to account for its failure to inspect and enforce.

■ How you can help

Call on DG Sante to release up-to-date details about which countries are definitely compliant with the Pig Welfare Directive partial stalls ban, and which are not.



BRITISH PIG INDUSTRY

A briefing for our MEPs plus a (small) shopping list

Welcome to the British pig industry — we are a significant countryside employer. Pig farmers help keep pubs, schools, local shops and Post Offices open by stimulating rural economic activity.

We employ many thousands of people in addition to our own farm staff, including hauliers, millers, food processors and manufacturers, electricians, plumbers, builders, even other farmers, who grow the wheat for our pig diets.

And we do all this without the benefit of subsidy, which is why we are closer to our customers than most other farm sectors. Please help us grow and prosper so we can continue to delight European Union and third country consumers with safe, versatile, affordable protein.

How you can help our go-ahead pig farmers

British pig farmers lead the unsubsidised European Union pig sector in skilling-up, animal welfare and quality assurance. We're close to our customers and we work creatively with government and regulators to meet societal aspirations. Please help us take further giant strides, by championing our products and our methods

Farm regulation

Government is reducing red-tape on British farms by rolling out a policy of *earned recognition*, where those farmers who demonstrate consistent compliance are rewarded with fewer inspections. We believe this approach should be encouraged, to help stem the growth of bureaucracy in European Union food production.

■ How you can help

Fight with us to ensure European and United Kingdom farm legislation and regulation is evidence- and outcome-based.

Always ask... 'Is this policy driven by science, or is it driven by the perception of anti-farming lobby groups?'

Help protect British high-welfare pig production methods which involve greater use of straw and farmyard manure.

In particular, IPPC *Best Available Techniques*

should not be dictated solely by less extensive Danish, German and Netherlands production models.

Export markets

British pigmeat exports to third countries are now worth well over £80m a year and this is doing wonders for our carcass balance, as Asian consumers value the parts of the pig that European consumers turn their noses up at, such as the ears, snouts and trotters. These markets will be lost if the European Union drops its defences against any further inroads by exotic diseases, such as classical swine fever, foot and mouth disease and African swine fever.

■ How you can help

Please keep a close eye on border post resources in the European Union, in order to improve our chances of keeping out exotic diseases such as foot and mouth.

African swine fever

We urge all our MEPs to keep a watchful eye on African swine fever in Latvia, Lithuania, Estonia and Poland. Its spread to European Union countries has had a devastating impact on trade with Russia. It must not be allowed to become endemic in the European Union. Wild boar spread the disease, so their location and movement should be monitored and their numbers managed.

■ How you can help

When exotic disease does enter the European Union (African swine fever is already here) please champion fair compensation for those livestock producers who are subjected to movement controls and compulsory slaughter.

Porcine Epidemic Diarrhoea (PEDv)

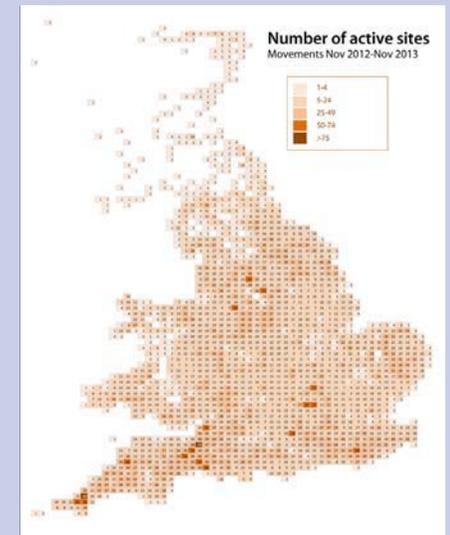
An Asian strain of PEDv entered the United States pig herd in May 2013 and over the next 12 months killed nearly ten percent of the national herd, wiping out every piglet on some farms. It has now spread to Ukraine and is so highly infectious nothing short of a miracle will prevent it entering the European Union, where domestic strains of the disease may not provide much protection. Please help keep DG Health and Food Safety focussed on the threat this virus poses to European Union food production. For more information visit the Biosecurity, Health and Animal Welfare section at www.npa-uk.org.uk.

■ How you can help

Urge the Commission to rally everyone to make a concerted effort to reduce the risk of high-pathogenic PEDv entering the European Union, and to prepare a contingency plan for when it does, otherwise it will spread like wildfire and devastate our pig herds.

Scaling-up and skilling-up

European Union agriculture has to skill-up and scale-up to help meet the global food challenges ahead. The British pig industry is absolutely up for it. We already have accredited Certificates of Competence and a Professional Register for our stockpeople — combine this can-do attitude with the fact that nearly half our pigs spend some of their lives outdoors, 90 percent are covered by the independently-audited Red Tractor quality assurance scheme and almost a third are also inspected by RSPCA for its Freedom Food animal welfare label, and you can see we really do have something to shout about. But getting planning permission for new pig units



All our pig movements are recorded online giving Britain a highly accurate up-to-the-minute herd register. This will be invaluable when tracing movements in the event of an outbreak (or suspected outbreak) of an exotic disease such as foot and mouth. Pig farmers have worked hard with their levy-body (which they fund) to make this happen and the result is a slick and highly effective system — a model for others to aspire to.

to replace our old pig housing stock is proving increasingly difficult due largely to public misconception about modern food production — fostered almost entirely by misinformation from single-issue groups which, in our view, use a pretended interest in animal welfare as a cover for their radical veganism.

■ How you can help

Encourage legislators and regulators to base their decisions and actions on relevant, scientific information and to exclude misinformation and misperception about modern livestock husbandry.