

Media Release



NPA press release

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New website urges consumers to #PutBritishPorkOnYourFork

The NPA has launched a new consumer-facing website to reinforce the messages behind the #PutBritishPorkOnYourFork banner campaign.

The website <https://putporkonyourfork.net> explains the many benefits of British pork, including its ‘unique diversity of production systems to meet all price points’.

It sets out how British pork is responsibly produced, including a 63% reduction in antibiotic usage since 2015, environmentally sustainable and produced to high welfare standards, all independently assured and robustly audited.

Above all, the website highlights how British pork is a ‘tasty, nutritious and healthy’ option, pointing users to the Love Pork website (<https://www.lovepork.co.uk>) and a food gallery to promote some fantastic recipes.

Users are invited to show their support for the British pig sector in various ways, including looking out for the Red Tractor and RSPCA Assured logos and Union Flag on packaging and making sure they buy British rather than EU pork.

“If in doubt, ask! If there is no clear indication of where your pork comes from, for example when you are in the local butchers or eating out or buying food to take out, ask where it comes from,” it says.

Consumers are also encouraged to write to their local MPs to urge them to support British pork, including putting pressure on the Government to prioritise British produce in its public procurement policy.

The website provides consumers with an opportunity to contact retailers to ask them to source more British pork.

“As the website says, all consumers should be able to choose British pork if they want to,” NPA chief executive Zoe Davies said.

“Buying British doesn't mean that it is automatically more expensive, and by supporting British farmers you are making a better choice environmentally and for pig welfare.”

The campaign will be backed up by media and social media activity. For example, Twitter users can tweet retailers asking them to stock more British pork, using the hashtag #PutBritishPorkOnYourFork and tagging the @GBpork account.

The NPA has sent out more than 100 #PutBritishPorkOnYourFork banners to producers, who have been displaying them in prominent locations across the country.

The campaign was launched on the back of the ‘Perfect Storm’ that hit the pig sector in the autumn of 2020 and early part of this year that included major COVID- and Brexit-related disruption, falling prices and record costs of production.

Dr Davies said: “This has been a tough time for British pork producers. We have got a great story to tell and we want to reach out to consumers, retailers and Government to tell them what a fantastic job our pig farmers do and why they should always #PutBritishPorkOnYourFork!”

Notes to editors

Follow @GBpork and @NatPigAssoc for information and updates on the #PutBritish-PorkOnYourFork campaign.

More information

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