

A Pig's Tale

Exposing the facts of factory farming





The problem

Factory farming is the world's biggest cause of animal suffering, and it's getting bigger. Right now, more than 70 billion animals are farmed for food each year, most in conditions that mean they can't live good lives.

Pigs are amongst the most intensively farmed animals on the planet. They suffer at every stage of their lives. Most never even feel the earth beneath their feet.

To meet increasing demand for cheap pork across the world, pigs are reared in intensive, barren factory farms. Three out of four mother pigs remain in cages for life. Pigs suffer every day.

Most pigs raised for meat exist squashed together in barren, concrete pens, and mother pigs have no room to turn around or lie down comfortably. They will experience severe physical pain and psychological distress all their lives.

Due to chronic stress and boredom, pigs develop abnormal behaviours like biting the tails of other pigs in frustration. They will develop skin lesions, painful lameness, digestive problems and lung disease. **This is no life for a pig.**

The solution

High welfare benefits pigs and people

Good animal welfare reduces stress, injury and disease, decreasing the use of antibiotics, and providing high quality and better pork for you and your family. Around the world higher welfare, cage-free systems are improving productivity, while providing a life worth living for pigs.

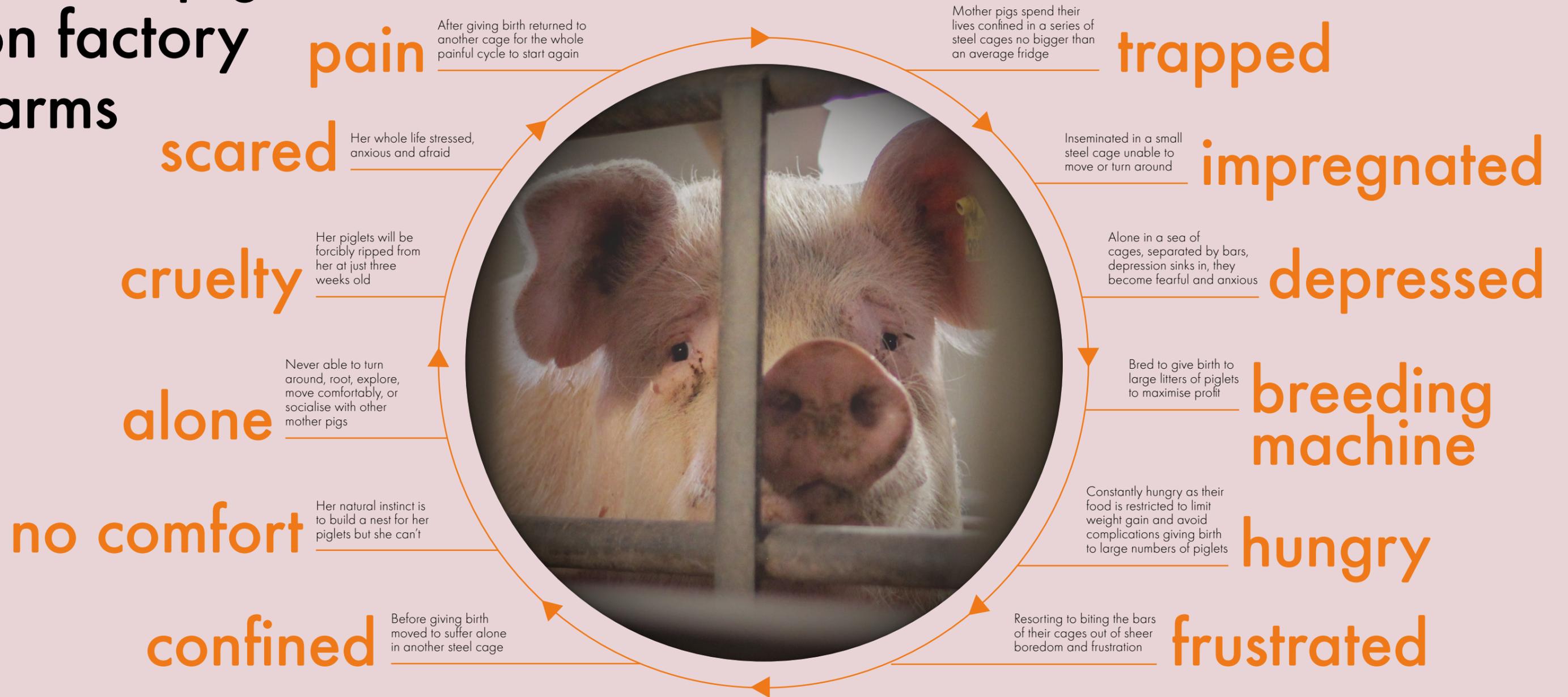
Globally, we are calling for an end to close confinement and barren environments, so pigs can live in social groups in comfortable environments with opportunities to express natural behaviour.

We are working with producers to develop higher welfare systems, where pigs are kept in groups: to end the suffering caused by confinement and barren environments; so, pigs are raised right.

We are empowering consumers to help drive change by telling supermarkets they need to shift to higher welfare pork.

Because, supermarkets have a responsibility to ensure the producers they source pork from end close confinement and barren environments and **Raise Pigs Right.**

Lifecycle of suffering for mother pigs on factory farms



they lose all hope

Pigs raised for meat are squashed together in concrete, barren pens, unable to move, play or explore the world around them

Barren

In factory farms around the world pigs raised for meat live in cruel, cramped, dark and barren conditions, often on uncomfortable concrete floors for most of their lives

No space

As they grow larger there is even less room to move

Biting

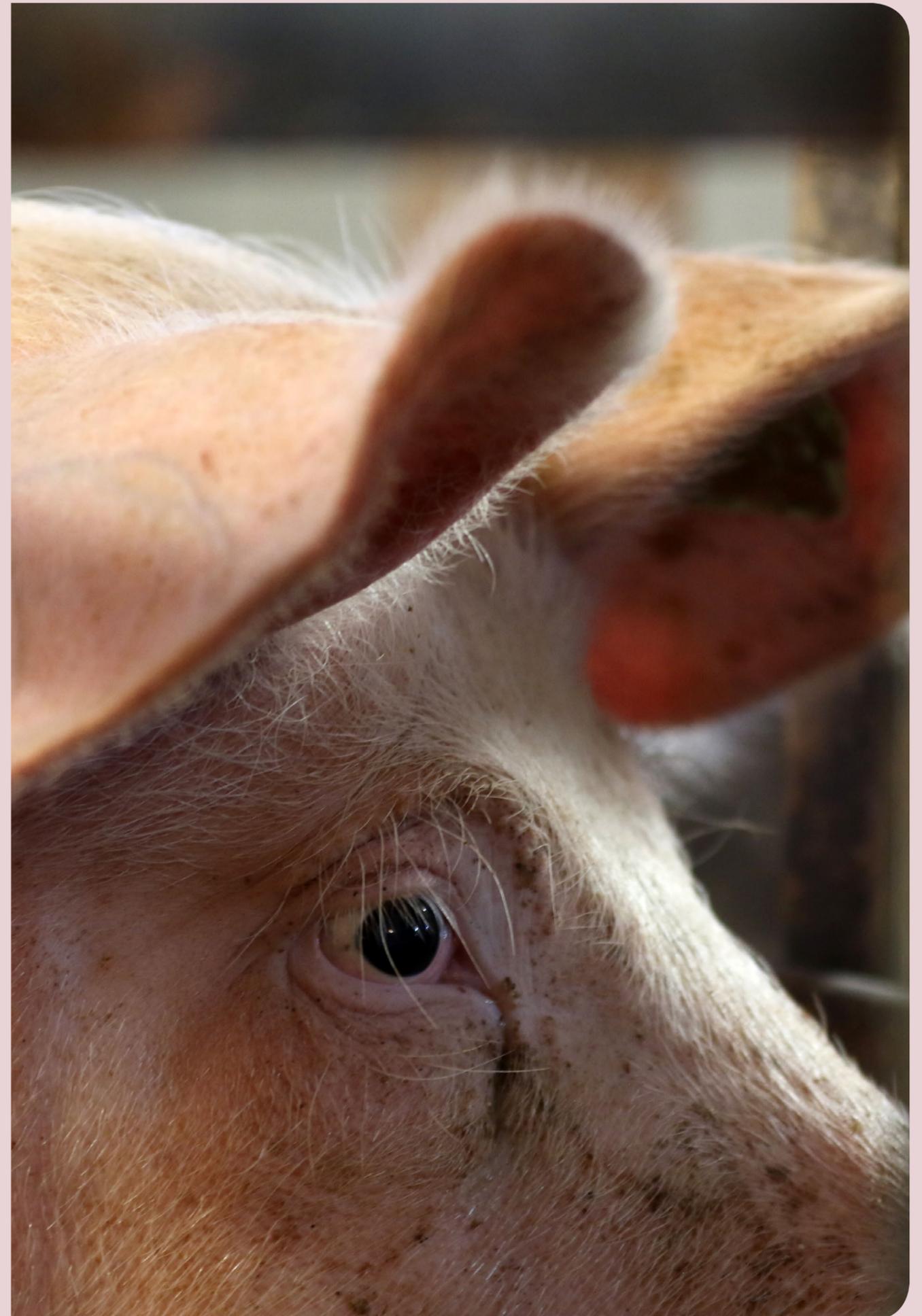
Under these conditions, these highly intelligent and social animals will resort to biting each other

Stress

Due to chronic boredom and stress pigs will display abnormal behaviour and develop skin sores, painful lameness, stomach problems and lung disease

Infection

Stressful overcrowding leads to the spread of infection, increasing the need for antibiotics as a band aid solution for low welfare farming



TAKEN FROM MOTHERS AT

3 WEEKS

PAINFUL MUTILATIONS

TAILS CUT

CASTRATION

EARS NOTCHED

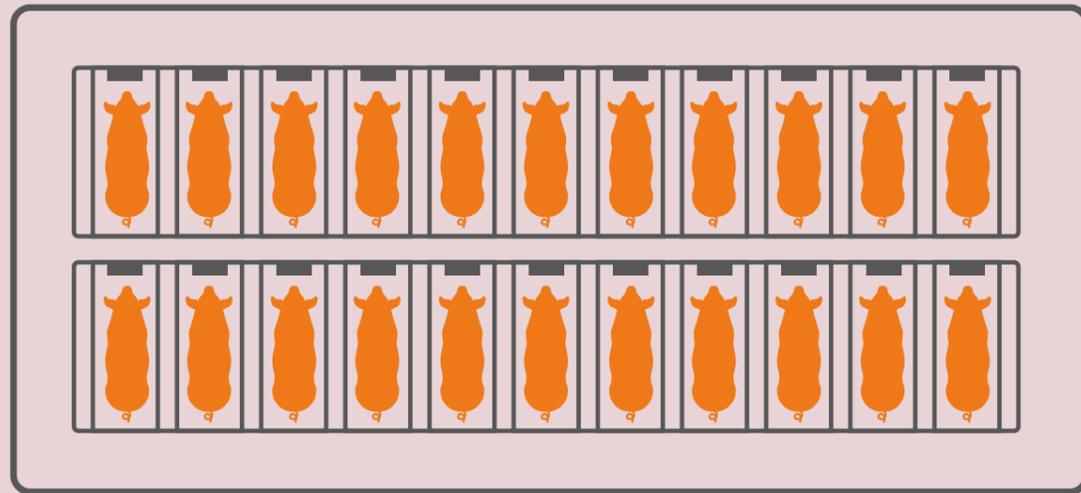
**NO PAIN
RELIEF**

TEETH CLIPPED OR GROUND

HUNDREDS OF MILLIONS BORN INTO A LIFETIME OF SUFFERING



What mother pigs' lives are like

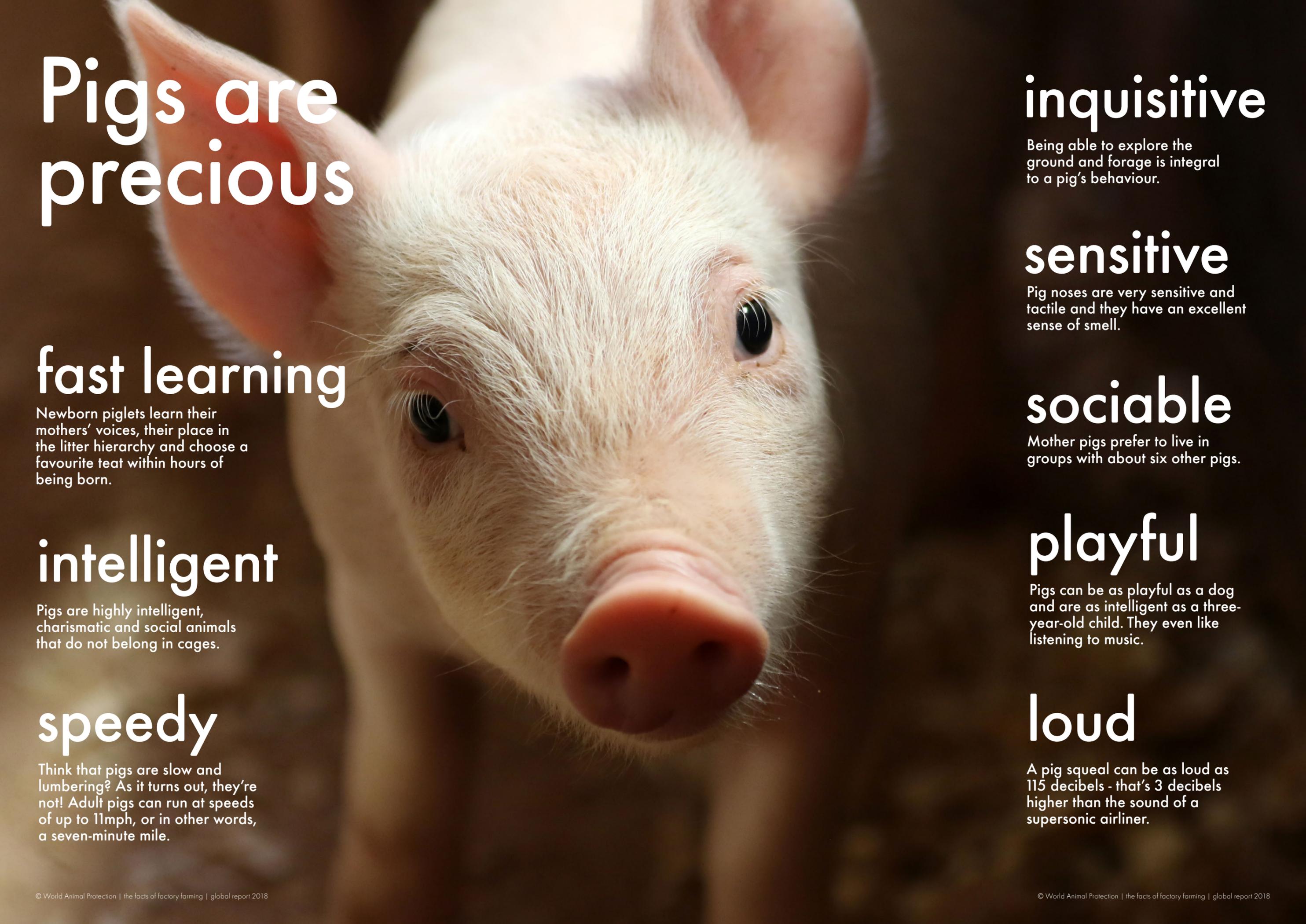


Trapped
No room to tend her piglets
Chronic hunger
Cramped and alone
Sleeps on concrete
In a cage the size of a fridge



Another way
is possible

Mothering her piglets
Foraging for food
Mixing with other pigs
Comfortable bedding
Exploring her environment



Pigs are precious

fast learning

Newborn piglets learn their mothers' voices, their place in the litter hierarchy and choose a favourite teat within hours of being born.

intelligent

Pigs are highly intelligent, charismatic and social animals that do not belong in cages.

speedy

Think that pigs are slow and lumbering? As it turns out, they're not! Adult pigs can run at speeds of up to 11mph, or in other words, a seven-minute mile.

inquisitive

Being able to explore the ground and forage is integral to a pig's behaviour.

sensitive

Pig noses are very sensitive and tactile and they have an excellent sense of smell.

sociable

Mother pigs prefer to live in groups with about six other pigs.

playful

Pigs can be as playful as a dog and are as intelligent as a three-year-old child. They even like listening to music.

loud

A pig squeal can be as loud as 115 decibels - that's 3 decibels higher than the sound of a supersonic airliner.

Irresponsible and excessive use of antibiotics is a real and present danger to animals, people and the planet.

131,000  tonnes
of antibiotics are used every year across all animal farming

- Massive overuse creates conditions ripe for superbugs: Bacteria that cannot be treated with medicine



people die from superbugs each year

- Factory farming uses antibiotics as a band aid to prevent stressed animals getting sick

3/4
of all the antibiotics used in the world are used in farming

- Superbugs enter the food chain via the meat we consume

overuse > superbugs > food chain > human health

High welfare systems lead to more robust, less stressed animals with reduced need for antibiotics. Safer for animals, people and the planet.



Higher welfare is better for pigs and the planet

Agriculture is the biggest contributor to climate change of all industries, with factory farming playing a big part. But keeping pigs on straw reduces greenhouse gas emissions.

No excuse

Factory farming pumps out huge volumes of cheap meat. Large amounts of feed and water are required, leading to deforestation and soil erosion. Factory farming also creates nitrate pollution, it's bad for pigs and for our planet.

More room

Pigs don't belong in cages or packed together in barren environments. Raising pigs in groups not cages doesn't mean a bigger environmental footprint. Giving pigs more room to move means improved air quality, less harmful bacteria, improved growth rates and improved feeding efficiency.

Feeding efficiency

Improved feeding efficiency means pigs use feed to thrive in happy environments, not to survive in low welfare situations. Feed is used by pigs to grow not to fend off illness caused by stress and injury. Because it is resource intensive to produce feed for livestock, this makes higher welfare systems better for the environment.

No excuse

Pigs love straw. They can forage in it, eat it, and lie comfortably on it and do all the things that come naturally to pigs. Keeping pigs in groups on straw, rather than on uncomfortable slatted concrete floor means fewer greenhouse gases that contribute to climate change. Straw can be flushed into biogas systems alongside pig waste. Biogas systems save on energy and the environment.



Our promise for pigs:

- end cages and barren environments
- end painful mutilations
- keep pigs in groups
- let pigs be pigs: free to socialise and express natural behaviour



Our vision: Raise Pigs Right

Farms built around the welfare needs of pigs so they can live good lives

Change is possible, we have real and tangible solutions to improve the lives of pigs. Leading pig producers are saying no to confining mother pigs in cages. We are engaging producers around the world to ensure pigs are raised right.

What supermarkets can do

Supermarkets hold the power to create better lives for pigs, and you have the power to demand they do this.

Pork is big business, with supermarkets spending millions each year to source pork from producers around the world. Supermarkets have a clear responsibility to ensure those producers raise pigs right.

What the industry can do

Producers around the world must raise pigs right.

They have the power to end suffering, getting pigs out of cages into social groups, giving them materials like straw to manipulate, and stopping mutilations; so, pigs can be pigs and live pain-free, move, play, forage, explore, socialise and experience natural behaviour.

Around the world higher welfare, cage-free systems are improving productivity, while providing a life worth living for pigs.

What you can do

You can help drive change by telling supermarkets they must source pork from producers that have committed to get pigs out of cages and into social groups.

Demand supermarkets make a promise to sell pork from pigs that have been raised right. Because higher welfare pork is better for pigs, better for you and better for your family.

To stop mother pigs being used as breeding machines, spending their lives in steel cages no bigger than a fridge.

To stop pigs raised for meat spending their whole lives stressed and bored in cramped, barren pens.

To stop tiny piglets being cruelly mutilated with no pain relief.

Because pigs shouldn't suffer to provide people with pork. They have a right to live pain free and express natural behaviour.

Together we have the power to end suffering.

#RaisePigsRight



Raise pigs right

A stylized orange pig face logo with white eyes and snout, positioned to the right of the text.

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