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Spoilpig launches first raised without antibiotics bacon to UK market

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Welfare-led **spoilpig** are launching the first Raised Without Antibiotics bacon to the UK market in June rolling out across all multiple, convenience and online listings.

Jim Loescher, Managing Director of **spoilpig** states “The launch was born out of **spoilpig**’s concern regarding the global issue relating to antibiotic resistance and how farming impacts this. We believe in farming responsibly and always strive to do the right thing. That’s why we are launching the UK’s first Raised Without Antibiotics bacon and gammon range – easily identified by our blue Raised Without Antibiotics swing tag.”

Aled Rhys Davies of Pruex, a Hygiene optimisation consultancy (experts in the reduction of antibiotics in farming), says of **spoilpig**’s move to 100% Raised Without Antibiotics “*The steps taken by **spoilpig** are to be applauded as a lead response within the pig industry to the serious position we are in globally. As the WHO’s first global report on antimicrobial resistance which focuses on antibiotic resistance, put it – this is no longer a prediction, antibiotic resistance – when bacteria change and antibiotics fail – it is happening right now, across the world and without urgent action we are heading for a post antibiotic era in which common infections and minor injuries can once again kill*”¹.



spoilpig's bacon

Rhys Davies continues to explain “The problem is attributed to the over use of antibiotics in humans as the main cause to human bacterial infections; however the overuse of antibiotics in farming is also contributing to the issue (see notes to editors for explanation). Within farming we know it is the pig industry that represents one of the biggest user of antibiotics², this is due to persistent routine usage to limit the effect of illness.”

spoiltpig, working with partners Brydock Farms, bring to market the first “Raised Without Antibiotics” bacon, building on the brands high quality, high welfare positioning.

The farming system used to achieve this has been specially devised to ensure the pigs are not mixed in ages which avoids illness, to the extent that 85-90% of all the pigs reared to this system do not need to be administered antibiotic treatments (this system takes the principles of the benefits of a late weaning period to avoid illness and applies with a method that avoids inflating to organic standard prices for consumers). Where pigs do require treatment, this is delivered direct to the individual animals – not the entire herd. The animal receiving treatment is tagged and processed as regular RSPCA approved, not Raised Without Antibiotics.

The move to launch the new Raised Without Antibiotics has met with support by The Alliance to Save our Antibiotics.

spoiltpig **Raised Without Antibiotics** bacon is available in Dry Cured Smoked Back Bacon, Dry Cured Unsmoked Back Bacon and Dry Cured Smoked Streaky Bacon, from June 2017, from £3.00

1. *Under the new system, when required pigs do receive antibiotic treatment, usually on an individual basis. Treated pigs are then sold separately, but still under a Freedom Food label. In total, 85-90% of pigs raised receive no antibiotics.*
2. *When kept indoors, the pigs are kept at stocking densities which are 15% lower than the maximum stocking density permitted under Freedom Food standards.*

Sources

* World Health Organization, April 2014

** Source Veterinary Medicines Directorate, UK-VARSS- UK Veterinary Antibiotic Resistance and Sales Surveillance Report)