

## buying & supplying fresh

### BATTLING RESISTANCE

The innovation was born out of Spoilt Pig's concern regarding the global issue of antibiotic resistance – Jim Loesche, managing director, Spoilt Pig

# Spoilt Pig rolls out first antibiotic-free bacon

### Carina Perkins

High-welfare bacon brand Spoilt Pig has launched the UK's first 'Raised Without Antibiotics' rashers.

Rolling out in major retailers including Tesco and Morrisons later this month, the new Raised Without Antibiotics bacon range comprises Dry Cured Smoked and Unsmoked Back Bacon, and Dry Cured Smoked Streaky Bacon. Prices start at £3.

The range is RSPCA Assured, and comes from pigs raised in a unique farming system developed with Karro-owned Brydock Farms.

Under the system, piglets are farrowed outdoors before being bought indoors at



Spoilt Pig bacon rashers will go on sale later this month

weaning age, and kept at low densities on deep-straw bedding with natural ventilation. There is no tail docking or teeth clipping, which is common on intensive pig farms, and weaning takes place slightly later.

These practices reduce the risk of illness: 85%-90% of pigs reared in

the system never needed antibiotic treatment, the brand claimed.

When pigs in the herd need antibiotic treatment, they are given it on an individual basis, and processed separately as regular RSPCA-approved pork and bacon.

"The Raised Without Antibiotics launch was

born out of Spoilt Pig's concern regarding the global issue of antibiotic resistance highlighted by the WHO in 2014," said MD Jim Loesche.

The Grocer revealed last June that Karro had registered an 'antibiotic free' trademark. At the time, the pork processor said it had developed a "consistent supply of antibiotic-free pork" through its supply chain.

Morrisons also registered 'Morrisons Raised Without Antibiotics' as a trademark for product categories such as meat, poultry and eggs, back in September. However, the new Spoilt Pig range is the first meat bearing a 'raised without antibiotics' label to hit UK supermarket shelves.



Bidding is expected to last "several weeks"

## Seachill sale moves into round two

The process of selling Saucy Fish Co owner Icelandic Seachill has moved into a second round, CEO Simon Smith has confirmed.

Bidding was expected to last "several weeks" Smith told The Grocer this week. The likes of Young's Seafood, Cooke Aquaculture, Iceland's Steinasalir and private equity players have all been mooted by industry insiders as potential bidders. However, Smith declined to comment further on the sale process.

## Hebridean Sea Salt pulled from Ocado

Ocado has u-turned and pulled Hebridean Sea Salt from sale after a sourcing scandal revealed it contained 80% table salt rather than Scottish sea salt.

The retailer initially kept the product on sale



Hebridean Sea Salt: under council/FSS investigation

after the scandal erupted last month, stating 'the next delivery of stock after this incident is suitable for sale'. However, the product is no longer available from Ocado.

Hebridean is currently under investigation by Western Isles Council and Food Standards Scotland over the provenance of its product.

FSS accused the supplier of "deception" on 18 May for using imported table salt. Ocado and Crayton did not respond to The Grocer's request for comment this week.

## Sainsbury's faces attacks from NGOs over sustainability plans

A group of NGOs including Banana Link, Oxfam, Christian Aid and the Women's Institute have written to Sainsbury's CEO Mike Coupe to express their dismay at the supermarket's new sustainability plans.

A letter by the group described the creation of the new Sainsbury's Sustainability Standards as a backward step that could potentially mislead consumers.

Tea farmed under the retailer's Fairly Traded tea pilot – which will see it abandon Fairtrade



Sainsbury's will abandon Fairtrade tea accreditation

accreditation on four key own label tea lines and replace it with Sainsbury's own standards – will be introduced in stores later this month.

The NGOs had 'serious concerns' over the initiative, said the letter.

"We see own brand certification standards as a step backwards in tackling major issues related to poverty and environmental sustainability," it added. "Sainsbury's scheme risks undermining our collaborative efforts."

The group claimed Sainsbury's products sourced "in such a different way to both Fairtrade certification and fair trade principles would mislead consumers if branded as Fairly Traded" as the trial proposed.