



Free Range Pork Farmers Association Newsletter

June, 2007

"Good, healthy food will only be grown if we demand it"

Truth in Labeling and Bred Free Range

You may have recently seen the new report by Voiceless 'From Label to Liable' in the media. This is a huge sidestep from animal welfare issues and we support the work they are doing in this area. What is all the fuss about? Truth in labeling. Anyone on this mailing list would be aware of intensive piggery practices but may not be aware of another method of pig production - bred free range.

Bred free range is a humane system for raising pigs, let me make that clear, but, some marketing for this product has become quite deceptive. Bred Free Range means that the sow (mother) lives outdoors and gives birth outdoors. However, when the piglets are weaned, they are raised in enclosed shelters or sheds the majority of which contain straw over a cement floor.

So, in reality, the pork products produced from these pigs are not free range, only their mother was. This label is causing a lot of confusion amongst consumers especially when a few opportunists are marketing this product as genuine free range or when butcher shops purchase this product and they themselves label it as free range in the shop display.

What can you do to ensure you are buying genuine free range? Ask the retailer direct questions. Is it certified free range? Is it bred free range? What is the name of the producer it comes from?

If you have some concerns, contact us and we can confirm whether or not you are buying pork produced by a certified free range producer, or what steps can be taken to stop deceptive and misleading advertising.

email: FRPFA@bigpond.com or PH 02 67232889

Hormones and Growth Promotants in Pork

Have you noticed lately there seems to be quite a few pork producers only too happy to announce on tv and advertising, that there are no hormones used in pork anymore?

Its actually quite true. While there are still hormones registered for use in the pig industry, they are rarely used. Why? Because there is a new growth promotant on the market, Paylean, and it is not a hormone. Made by Elanco and readily available to all Australian pig producers at a cost of around \$1,000 per 20kg bag. Here is a link that that explains the product in depth [All about Paylean](#)

So, watch out for pork and pork products advertised as 'hormone free' and 'hormone growth promotant free' and ask for clarification if it is important to you that the food you eat is produced without the use of undesirable medications.

Relevant Links

[Free Range Pork Farmers Association](#)

New Members

Accredited Farms

Black Mountain Free Range

Associated Members

Gale Cole

