



# Who's Telling Porkies?





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## INTRODUCTION

**Supermarkets have the power to give pigs good lives, free from cruelty and pain.**

Low-welfare farming is where pigs are taken from their mothers too young, are not given the chance to forage and root and are crammed into barren environments. This leads to piglets being mutilated as a quick fix for bigger problems caused by stress and the inability to carry out their natural behaviours.

**But it doesn't have to be like this,** supermarkets can demand pigs in their supply chains are free from mutilations like tail cutting (docking), teeth clipping and castration and are provided the space and environment they need to socialise, forage and play.

**We looked at the public policies and reports of the UK's top ten supermarkets and ranked them on the following:**



# Welfare Policy

Having a public farm animal welfare policy that's easy for customers to find makes it clear to both suppliers and customers what the supermarket expects regarding the treatment and care of the animals involved.

We scored supermarkets on the following questions:

Question 1.1:

**Has the company published a UK farm animal welfare policy or made corporate commitments on farm animal welfare?**

Question 1.2:

**Is the policy either on or linked to the company's customer focused website?**

Question 1.3:

**Does the company break their farm animal welfare policy down into species specific policy areas?**



# Pig Welfare Policy

Pigs are some of the most intensively farmed animals in the world. Piglet mutilations like tail cutting and teeth clipping are routinely carried out when they are less than a week old, and without pain relief. These mutilations are done to stop unwanted damaging behaviours like biting, that occur when pigs are stressed and frustrated.

Routine tail cutting is banned in the UK, but a loophole means the cruel practice continues with over 70% of pigs having their tails cut each year. Improving welfare, such as giving pigs more space and access to manipulable enrichment like straw, has been proven to reduce instances of biting and therefore reduces the need for routine tail and teeth cutting.

We scored supermarkets on the following questions:

Question 2.1:

**Does the company have a species-specific pig welfare policy?**

Question 2.2:

**Does the policy prohibit routine tail docking?**

Question 2.3:

**Does the policy prohibit routine teeth reduction?**

Question 2.4:

**Does the policy prohibit the castration of male pigs?**

Question 2.5:

**Does the policy state that all pigs have access to adequate enrichment including the provision of manipulable material to allow pigs to express natural behaviours?**

Question 2.6:

**Does the policy have a clear mutilation reduction plan?**



# Imports

There is a lot of improvement that needs to happen in farming in the UK, but there are also some areas where animal welfare legislation or common practice is higher than countries we import from.

Supermarkets can set the standards not just for their UK supply chains, but also for imports. We want supermarket policies to cover all animals, providing them with a good life no matter where they are raised.

We scored supermarkets on the following questions:

Question 3.1:

**Does the company have a policy stating that imports must meet the same or higher welfare standards as animals farmed in the UK?**

Question 3.2

**Does the company have a policy stating that pork imports must have the same or higher welfare standards as pigs farmed in the UK?**



# Transparency

It is important that supermarkets demonstrate that they carry out their policies.

Regular reporting of data collected on the welfare of animals in their supply chain shows customers they take animal welfare seriously and are working hard to give animals a good life.

It also shows where they need to focus to make improvements.

We scored supermarkets on the following questions:

Question 4.1

**Does the policy identify key welfare metrics (KPIs)?**

Question 4.2

**Does the company publish data on numbers/percentage of tail docking in their supply chain?**

Question 4.3

**Does the company publish data on numbers/percentage of teeth reduction in their supply chain?**

Question 4.4

**Does the company publish data on numbers/percentage of castration in their supply chain?**

Question 4.5

**Does the company publish data on numbers/percentage of pigs with access to manipulable enrichment in their supply chain?**

# Ranking Table



	Supermarket	Animal Welfare Policy	Pig Welfare Policy	Import Policy	Transparency	TOTAL SCORE
1	WAITROSE & PARTNERS	100%	92%	100%	100%	97%
2	M&S - FOOD -	100%	83%	100%	100%	94%
3	Morrisons	83%	100%	100%	80%	91%
4	TESCO	100%	83%	100%	70%	84%
5	co op	100%	75%	100%	60%	78%
6	Sainsbury's	100%	75%	100%	50%	75%
7	LIDL	100%	75%	50%	40%	66%
8	ALDI	100%	67%	50%	20%	56%
9	ASDA	67%	50%	25%	30%	44%
10	Iceland	67%	0%	0%	0%	13%

## Methodology

### Introduction

This report card assesses the UK's top 10 supermarkets on their policies and performance reporting on pig welfare in their supply chains.

### Why we developed this assessment

Pigs are intelligent and social animals, and frequently suffer from cruel farming practices such as mutilations. We want to improve the welfare of pigs in UK supply chains. Companies that use pigs in their supply chains are accountable for ensuring their wellbeing wherever they are raised.

#### Our objectives are:

- 1. To provide a framework for all supermarkets to have policies that promote good welfare for pigs regardless of where the pork come from.**
- 2. To highlight where major supermarkets are not aligned with best practices for pig welfare as per the latest scientific consensus and UK legislation, and to support these companies to make the necessary improvements.**
- 3. To champion those supermarkets that are making strong commitments to improve pig welfare and reporting on their progress.**
- 4. To provide a simple tool for consumers to understand how supermarkets are responding to the pressing need to improve pig welfare and to allow them to make their voice heard in order to drive progress.**

### What is assessed

This report card assesses the companies on the basis of their publicly available information (websites, Corporate Social Responsibility reports, annual reports, etc.). We focus on published information because we believe that transparency on animal welfare is vital to measure and manage progress. Transparency also allows the public, investors and other stakeholders to understand how a company is dealing with this vital issue. It also provides stakeholders with the ability to champion a high-performing company or to hold an underperforming company to account.

World Animal Protection considered the most recent versions of company (e.g. annual, corporate social responsibility, sustainability) reports and webpages as valid information sources.

The primary focus of this evaluation is on the consumer brand as this is what the public see and interact with.

#### This ensures that we are able to:

- **Gauge the strength of the company's management approach to farm animal welfare in general.**
- **Determine the scope of corporate commitments to pig welfare standards in UK supply chains.**

#### Using specific templates for each company, World Animal Protection recorded:

- **The company score.**
- **The rationale for the score (including, where relevant, the documents used to inform the score).**
- **Recommendations for improvement**



## The assessment methodology

**The criteria:** The criteria for this assessment is based on World Animal Protection's global welfare framework for our Raise Pigs Right campaign which includes calling for an end to cages, mutilations and to provide enrichment that allows pigs to express natural behaviours.

This assessment focuses on our call to end piglet mutilations. The three mutilations, tail docking, teeth reduction and castration should not be routinely carried out. Under UK legislation measures should be taken to avoid tail docking and teeth reduction, as clearly detailed in the [code of practice for the welfare of pigs](#).

Castration is not commonly carried out in the UK, however countries we import from still routinely castrate piglets therefore UK supermarkets who import pork should still include this in their policies and reporting.

Measures should be taken to reduce instances of mutilations such as lowering stocking density and providing manipulable enrichment, a welfare measure that has been included in this assessment due to its importance in allowing pigs to demonstrate natural behaviours and because effective enrichment is key to ending tail docking mutilations.

**Timings:** Data gathering was carried out in August 2020. Supermarkets were informed of the report card, methodology, and their draft assessments including scoring mid-August 2020. Recommendations on how to improve scoring were provided.

All companies were given 6 weeks to check for accuracy and the option to publish further details and information to improve scoring before the final assessment carried out in Autumn 2020.

**Geographic scope:** We looked at documents related to the UK supply regardless of origin.

## Our scoring approach

**The points system:** Companies can score a maximum of two points per question, with a maximum of 32 points available.

In 2020, questions were scored as follows:

- 2 points for fully meeting the question requirements
- 1 point for partially meeting the question requirements for example a commitment that is limited to selected geographies in the UK and/or selected product types
- 0 points for no evidence of meeting the question requirements

**Ranking:** Companies are ranked 1-10 based on their overall score, 1 being the highest and 10 being the lowest.

Ask your  
Supermarket  
to report

World Animal Protection  
222 Grays Inn Road, London WC1X 8HB  
T: +44 (0) 20 7239 0500  
E: [info@worldanimalprotection.org](mailto:info@worldanimalprotection.org)  
[worldanimalprotection.org](http://worldanimalprotection.org)

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