

19th February 2015 – response to Waitrose winning ‘top marks’ for animal welfare

Dear Waitrose,

Fair enough but it's a great pity that you (and all other supermarkets) continue to sell meat products with disingenuous labels. 'Outdoor bred' and 'outdoor reared' give the unsuspecting shopper the idea that the animals concerned spend most of their lives outdoors. This, as you well know, is not the case.

Sincerely

Paul Turner
Corsham

01225 810408

From: myWaitrose@eml.waitrose.com
To: wirepuller@hotmail.com
Subject: We've scored top marks for animal welfare

3rd September 2012 – response from Sainsbury's CEO's office

Dear Mr Turner

Thank you for taking the time to send an email to Justin King regarding Red Tractor Pork.

Your comments will be shared with one of our Executive Case Managers who will look into your issues further and come back to you more fully as soon as possible.

If you would like to speak to us about your email in the meantime please call 0207 695 8900 and we will call you right back.

Thank you again for getting in touch.

Yours sincerely,

Louise Draper

1st September 2012 – response from Sainsbury's customer service

Dear Mr Turner

Thanks for your email. I'm sorry that you are unhappy with my colleagues response. Please be assured that we considered your points carefully before we responded to you.

We are committed to sourcing with integrity and we insist that all animals destined for Sainsbury's meat are reared to high standards of animal welfare. These often exceed Government standards.

All our fresh pork, as well as the pork used to produce our bacon and fresh sausages, is sourced from very reputable suppliers who don't use stall and tether methods. We regularly visit our suppliers to make sure they're always meeting our high standards.

Red Tractor / Assured British Pigs

Pork, bacon and ham carrying the little Red Tractor logo have been produced to stringent standards set out by Assured British Pigs.

Farmers care for their animals by following the Five Freedoms welfare code. Vets make quarterly inspections to check that the standards are being met on-farm. These are backed up by independent inspectors who make checks on the whole of the food chain, visiting farmers, hauliers and pork processors once a year.

RSPCA / Freedom Food

Freedom Food is the RSPCA's welfare focused farm assurance and food labelling scheme. All farm animals under the scheme must be reared according to strict RSPCA welfare standards. The species-specific standards cover each stage of an animal's life, including handling and transport. Sainsbury's Freedom Food endorsed pork is all outdoor bred. All Taste the difference pork is Freedom Food certified and outdoor reared.

If you would like more information about our commitment to animal welfare, you may like to visit our website at www.j-sainsbury.co.uk

Your comments have been logged on our internal database and we will continue to monitor customer feedback relating to animal welfare.

We appreciate you taking the time to contact us and we look forward to seeing you in store again soon.

Kind regards

Cheryl Bunyan | Customer Manager

1st September 2012 – email to Mark Price (Waitrose CEO) & Justin King (Sainsbury's CEO)

Sirs,

I intended to send the email below to you but failed to do so.

I suppose that you will be aware of the ASA's ruling regarding the 'Red Tractor' symbol and pig welfare.

I am disappointed that both Sainsbury's and Waitrose trumpet Red Tractor standards to signify that these (pork) products are 'high welfare' whereas, as now confirmed by the ASA, they are nothing of the sort.

I trust that you both will put pressure on the AHDB to improve (considerably) the standards employed in producing their supposed 'high welfare' pork products.

Sincerely

Paul Turner

30th August 2012 – response to Sainsbury's

Hannah,

Thanks for the prompt response.

However, I'm not sure that you have understood the point of my email. We (myself and her majesty) appreciate the status of all Sainsbury's meat products so we only ever buy organic meat (or occasionally free-range if organic is not available).

Having pointed out that AHDB (Red Tractor) has been disingenuous if not downright dishonest in its claim that Red Tractor pork is high welfare, and having had an ASA ban placed on this advertising because it is NOT high welfare, you now tell me (as if it was something to be proud of) that all Sainsbury's 'own brand' pork is raised to these same Red Tractor standards and that "the Red Tractor logo can be seen on the label of all our pork". We know that - that's why we never buy it!

The ASA in its ruling yesterday has, after a lengthy investigation, confirmed my (along with CIWF and 205 others) indictment that Red Tractor standards are NOT high welfare standards. "Specially equipped", "purpose built" and "light and airy barns" (a Waitrose favourite) are not synonymous with high welfare. As we invariably shop at Sainsbury's (Chippenham) and spend a small fortune there, we acknowledge your high standards in most areas but, apart from your organic and free range offerings, we believe that Sainsbury's meat, like that of most other supermarkets, is just 'bog-standard'. We expect better from Sainsbury's (and Waitrose).

Sincerely

Paul Turner

30th August 2012 – response from Sainsbury's

Dear Mr Turner

Thanks for your email.

As part of our commitment to source with integrity, we insist that all our own brand meat comes from animals reared to the highest welfare standards. We work with suppliers, farmers, animal welfare organisations, assurance schemes and our agricultural advisors to raise awareness and standards of animal farming.

Currently, our fresh, own brand pork is independently certified to the Red Tractor standard. This farm assurance standard is designed to ensure that nationally agreed standards of food safety, traceability, diet, health and welfare are maintained throughout the food chain. The pig is reared indoors and is housed in specially equipped purpose-built barns. The Red Tractor logo can be seen on the label of all our pork.

Our higher welfare pork, such as SO Organic and Taste the Difference, is independently certified to the RSPCA's Freedom Food standard and this is clearly marked on the packaging. As well as this, the Concept Farm is a totally new, revolutionary way of working to trial new ideas that combine sustainability and improved animal welfare. By sharing our findings, we ensure that our other farmers benefit and have sustainable, cost effective techniques in place for the future, without compromising productivity. Because we are a major pork retailer, any changes we make to the farrowingsystem will benefit millions of pigs in the future.

We appreciate you taking the time to get in touch and hope you find this information useful.

Kind regards

Hannah Whyte | Customer Manager

29th August 2012 – email to Sainsbury's and Waitrose

Dear Sainsbury's and Waitrose,

I trust that you will take note and action on the Advertising Standards Authority's adjudication today, 29th August 2012, that the Agriculture and Horticulture Development Board (lovepork.co.uk) was itself "telling porkies" in its advertising by stating: "Pork not Porkies", "Red Tractor Pork is High

Welfare Pork":

The complaint, by CIWF and 206 individuals (including myself), that Red Tractor pork is not high welfare pork was upheld - see: http://www.asa.org.uk/ASA-action/Adjudications/2012/8/Agriculture-and-Horticulture-Development-Board/SHP_ADJ_174068.aspx

Some months ago, Sainsbury's Customer Service stated in an email to me: "many of our products also show the Little Red Tractor logo" - I trust that you will see now that this is nothing to be proud of.

Similarly, Waitrose Customer Service stated: "Waitrose know every farmer who supplies every pack of our British pork, bacon and sausages." Clearly Waitrose does not know them well enough as Red Tractor pork is still for sale on Waitrose shelves (at least it was on my last visit).

Sincerely

Paul Turner

16th July 2012 – response from Sainsbury's (customer service)

Dear Mr Turner

Thanks for your email. I'm sorry my colleagues were unable to provide a clear explanation of our outdoor reared and outdoor bred sausages. I can understand your frustration as your were looking to be informed prior to asking any purchase.

I requested information from our Technologists to explain these terms. Our "outdoor bred" pork is from pigs which are born outdoors and remain outdoors with their mother until they are weaned. They are then moved indoors in their social groups to straw-bedded barns where they remain for the rest of their lives.

Our "outdoor reared" pork is from pigs which are born outdoors and remain outdoors for at least 50% of their life. They are then moved indoors in their social groups to straw-bedded barns where they remain for the rest of their lives.

As you have mentioned you copied in Wilts County Council Trading Standards. We will work with Trading Standards to assist in any investigation in to your complaints.

Thanks for your time and understanding in this matter.

Kind regards

Andrew Rooney | Team Manager

12th July 2012 – response from Sainsbury's CEO (office)

Dear Mr Turner,

Thank you for taking the time to send an email to Justin King regarding your query.

Your comments will be shared with one of our Executive Case Managers who will look into your issues further and come back to you more fully as soon as possible.

Thank you again for getting in touch.

Yours sincerely,

Stephen Jenkins

11th July 2012 – email to Sainsbury's

Dear Sainsbury's,

Whilst in Sainsbury's Chippenham today looking for sausages, I noticed that there were no 'outdoor reared' products on offer, just 'outdoor bred', 'free range' and 'organic'. Has Sainsbury's changed its policy with regard to 'outdoor reared' offerings?

Anyway, as neither 'outdoor bred' nor 'outdoor reared' is a genuine description of the animal's (pig's in this case) provenance, I thought I would ask Sainsbury's staff if they knew the difference between 'outdoor bred' and 'outdoor reared'. I asked two staff in the meat aisle: one mature chap and perhaps a young trainee - the mature chap was the spokesman and his response was "there is no difference"; I then asked a deli counter chap who initially described the two methods the wrong way around then corrected himself and got the description just about right but then said that "even though the outdoor bred pigs are normally moved inside (as are the outdoor reared but at a different stage), they could remain outside". This was a little confusing. I then asked a 'captain' - a mature lady controlling the checkout area. Initially she gave the impression that she didn't really know but then had a stab at a description, which again was rather confusing and also incorrect in that she confused the 'bred' and 'reared' appellations, saying that 'outdoor bred' pigs spent their lives outdoors.

If one researches these appellations a little, and if one can believe 'official' information, then 'outdoor bred' pigs spend a quarter or less of their lives outdoors; 'outdoor reared' spend a half or less of their lives outdoors. These descriptions may be 'industry standard' but they are disingenuous and confusing if not downright dishonest. How is your average customer expected to know what these appellations mean when your own staff have no clue?

Waitrose recently (2009 I believe) lost a court case over an advert which gave the impression that 'outdoor bred' pigs were indeed 'outdoor'. That being the case, how can the industry, including the supermarkets, continue to describe such products (on packaging) as 'outdoor'. When shoppers see the appellation 'outdoor' they assume (I am convinced) that the product is indeed from an animal that has spent its LIFE outdoors. Why would they suspect any guile, insincerity, duplicity, fraud, disingenuousness - indeed FRAUD and DISHONESTY in the simple labelling of sausages (etc) from a well-respected retailer?

Let's have less of the 'industry standard' baloney and start having some honesty in our food labelling.

Sincerely

Paul Turner

7th March 2012 – email to BBC Countryfile

Dear Countryfile,

Interesting piece on Sunday last comparing Red Tractor, RSPCA Freedom Food and The Soil Association endorsed products.

I have been banging on to supermarkets and CIWF for quite some time about the 'outdoor reared' and 'outdoor bred' labelling which I feel is disingenuous to say the least.

One of the email 'chains' is below. In their last email to me, CIWF liked my suggestion that the proper, true status of 'outdoor bred' products should be made clear on labels viz. 'outdoor bred - 6 weeks; indoor reared - 20 weeks' (or whatever the appropriate time periods are). Having the appellation 'outdoor' on a product where the animals concerned spend 75%+ of their short lives indoors is, as I said above, disingenuous if not dishonest. I believe that most shoppers will not know the difference between 'outdoor bred' and 'outdoor reared' or, even if they have an inkling, may become confused at the point of purchase.

Sincerely

Paul Turner

21st February 2012 – response from Waitrose

Thank you for your return e-mail.

I can appreciate that a report such as this from a farm covered by the Red Tractor scheme will lead to concern, and whilst there are over 450 inspectors working on the Red Tractor scheme and they conduct over 60,000 inspections a year, it would be impossible to maintain constant surveillance.

I have passed your comments regarding the labelling of food products on to the appropriate department for their review.

Kind regards,

Rory Jones

Waitrose Customer Sales and Support.

20th February 2012 – response from Sainsbury's

Dear Mr Turner

Thanks for your information.

I have forwarded you information on to our buyers or pork product. They will monitor this situation, along with the little red tractor scheme.

Thanks for your patience in this matter.

Kind regards

Paul Steedman | Customer Manager

19th February 2012 – response to Waitrose

Iain,

Thanks for the prompt response. Good to know that this farm is not a Waitrose supplier. However, my (implicit) point was that this was just one 'Red Tractor' (apologies for the 'Little' appellation in my last email - I was confusing the scheme with a children's TV programme) farm that happened to have been the subject of an expose (with accent over the last e). Should proper, regular, unannounced inspections be undertaken at Red Tractor farms, no doubt the inflated claims of the scheme (such as their website headline "Great food, great farming") would be exposed as bogus - there's no smoke without fire!

Anyway, I thought I would just throw this 'curved ball' as I am still campaigning (to CIWF) about the, what I consider to be, bogus labelling on food products. The latest response from CIWF favours my suggestion of a 'correct state of affairs' label on 'outdoor bred' products (i.e. outdoor bred, indoor reared) bearing in mind that the outdoor part of such an animal's time on the planet is only perhaps 20% (I don't know this percentage for certain - perhaps you could confirm?) and that many (most?) customers are fooled by the description 'outdoor'.

Sincerely

Paul Turner

18th February 2012 – response from Waitrose

Thank you for your email.

Harling Farm is not and has never been a supplier to Waitrose. We take animal welfare very seriously as do all our farmers, and we are proud to be Compassion in World Farming's Compassionate Supermarket of the Year; an award given in recognition of our work in this area.

Regards,

Iain Ellmes

16th February 2012 – email to Waitrose and Sainsbury's

Dear Sainsbury's (and Waitrose),

The recent expose of the treatment of pigs on just one farm shows the sham that is the 'Little Red Tractor' scheme.

Some footage released through the BBC is at this link:

<http://www.bbc.co.uk/news/uk-england-norfolk-17004268>

Sincerely

Paul Turner

8th January 2013 – email to CIWF

Dear CIWF,

For your information but could you perhaps tell me what your position is on the appellation 'outdoor bred'.

You may see from the correspondence below that I believe that this appellation is disingenuous as the outdoor part of such an animal's life is probably about 20%.

The label 'outdoor' implies that the product is, indeed, an outdoor product whereas it is nothing of the sort.

Most shoppers would, I believe, have little clue about the difference between outdoor 'bred' and outdoor 'reared' and even if they do, could be confused at the point of purchase, as my wife was.

My thoughts/ideas are given in the emails but I do think that CIWF should take a stand on this issue. Whilst the emails below are directed at Sainsbury's, I am disappointed that Waitrose has consistently been at the top of your shopping charts when, their shelves are stacked with little more than 'outdoor bred' meat (I found just one pack of each of free range pork and free range sausages when shopping in the large Waitrose store in Bath before Christmas). I have questioned Waitrose about this in the past but received banal 'off the shelf' responses regarding 'light and airy sheds'. Similarly, Sainsbury's has just produced 'stock' responses and shows little interest in actually addressing the issue I have raised.

Sincerely

Paul Turner

8th December 2011 – response from Waitrose

Dear Mr Turner

Thank you for your recent email.

I was sorry to learn that you were dissatisfied with the response received from our Customer Sales and Support Centre to your recent complaint and also for the additional inconvenience in having to write again.

I can assure you that we take extreme care to ensure all our product labelling fulfils its legal requirements. Your concerns were therefore raised with the buyer responsible for this product and our Food Legislation Manager, who reiterated that the term outdoor bred adheres to both the legal definition and the Pork Provenance Code. I can also advise you that our outdoor bred farms are all approved by the RSPCA freedom foods scheme and even when the pigs are moved indoors, they have plenty of space and straw to root about in, so are still able to display natural behaviour.

I would also like to assure you that it is certainly not our intention to mislead our customers in any way. I can advise that at Waitrose we are always keen to listen to our customers views, your observations on this matter have therefore been passed to the appropriate department for future consideration.

Finally, I would like to thank you for taking the time to bring this matter to my attention, and providing me with the opportunity to clarify our position. I can assure you of our continued best efforts in providing you with the quality of service and merchandise you expect when shopping at Waitrose.

Yours sincerely

Mark Price

18th November 2011 – response to Sainsbury's

Dear Sainsbury's,

You may be interested in the following from Compassion in World Farming regarding BPEX's Red Tractor products:

Red Tractor tells porkies

Compassion in World Farming has lodged a complaint with the Advertising Standards Authority (ASA), after the launch of a misleading advertising campaign claiming that pork stamped with the Red Tractor logo is "high welfare".

Many pigs produced under the Red Tractor scheme may be reared in crowded, barren pens – unable to carry out their natural behaviours and often subjected to painful tail docking and tooth clipping. And the majority of Red Tractor sows will be confined in restrictive farrowing crates from a few days before they give birth until around four weeks after, unable to care properly for their piglets. None of this is mentioned on their [website](#)! If you want to support Compassion's stand against Red Tractor's misleading claim, [you can submit your own complaint to the ASA today](#)

I have indeed submitted a complaint to the ASA. Also, apart from the issues mentioned above, the use of antibiotics for intensively-reared pigs is worrying as identified by the following:

An article from FarmingUK.com from February this year reported this:

"MEPs and NGOs will condemn the overuse of antibiotics in factory farms which has led to the emergence of antibiotic-resistant bacteria such as MRSA and ESBL E. coli. A recent report by the Dutch Food Standards Agency estimated that one third to one half of all antibiotic resistance in human diseases in the Netherlands derives from farm antibiotic use. American scientists recently found that flies and cockroaches from intensive pig farms carry bacteria resistant to the same antibiotics routinely used in pig farming, and warned that the insects were likely to be able to spread the disease from the farms to local people. In the aftermath of the German food [safety](#) crisis in January where carcinogenic dioxins were fed to chickens and in higher quantities, pigs, and EU sampling that suggests up to 90% of pigs are illegally routinely tail docked and 67% are housed in sub-standard fully slatted systems, campaigners are calling this a 'crisis in European food standards.'" (The British Society of Animal Science's (BSAS) website states "Although the EU has banned several antibiotics since 1997, four antimicrobial additives, monensin, avilamycin, salinomycin and flavomycin, are still permitted for use in the European feed industry.")

This article talks about "sub-standard fully slatted systems". Well Page 12 of BPEX's document 'A Vision for 2020' which can be found here: <http://www.bpex.org.uk/downloads/301566/299810/2020%20Pig%20Health%20and%20Welfare.pdf> shows at least a dozen pigs in a pen probably no larger than approx 12' x 8' with a slatted concrete floor. And this photograph is the best they could produce to support their "high-welfare" vision!

I believe that BPEX's 2TS campaign indicates where their priorities lie - this campaign aims to help producers achieve an industry-wide average of 2,000kg of pigmeat per sow by 2013!

Anyway, back to my 'bete noire' - "Outdoor Bred" and your response "to stop confusion for our customers". I know what outdoor bred and outdoor reared mean as I have an interest in the subject, however I would wager that a majority of your customers do not know the difference or even if they do, can become confused at the moment of purchase. The reason for my initial enquiry/complaint last week was that my wife returned from supermarket shopping with a number of 'Taste the Difference' pork products labelled 'outdoor'. She had the grandchildren with her at the time so was rather distracted. She realises that there is a difference between 'outdoor reared' and 'outdoor bred' but, in the heat of the moment, thought that 'outdoor bred' was the right one to go for. Not everyone, for many reasons, has the time or energy to look at the small print but would rely on the **large print** to be an honest guide to the status of the product. As the breeding part of

the pig's life is only about one fifth of its time on the planet, if you are not intending to deceive why do you put the appellation 'outdoor' on these products - how is that "not causing confusion" (as it clearly did with my wife)? To give you an analogy: if you picked up some sausage rolls which said 'contain organic pork' but you subsequently discovered that okay the rolls do contain organic pork but this constituted only 20% of the content, the rest being intensively reared, wouldn't you feel that you had been deceived?

An honest label would say (as I indicated in my initial email) - **outdoor bred (6 weeks); indoor reared (24 weeks)** [or whatever the relevant time periods are] as this is the actual state of affairs.

Shoppers should not have to read the small print on your products to make sure they are not being deceived.

Sincerely

Paul Turner

18th November – response from Sainsbury's

Dear Mr Turner

Thanks for your email about the wording on the packaging on our meat products and for your patience whilst waiting for my reply.

We changed the wording on some of our packaging from outdoor reared to outdoor bred to stop confusion for our customers. Outdoor bred means that the animal is born outdoors and is kept there till it's weaned and then moved indoors with its social group.

Our products use a number of different logos to show our commitment to animal welfare. Our UK suppliers are all audited twice a year to ensure that they meet the required standards to attain the BPEX Quality Standard Mark. This mark shows that the animals used, attain the required standards required by BPEX. More information on the organisation can be found at their website www.bpex.org.uk. In addition, many of our products also show the Little Red Tractor logo awarded by independent inspectors (see www.redtractor.org.uk) and our Freedom Food endorsed range and Taste the Difference pork also meets the RSPCA's strict welfare standards.

We recognise that we still have work to do to make sure that we are doing all we can to support animal welfare and fully realise our commitment to Sourcing with Integrity. This is one of Sainsbury's five key commitments, which can be viewed at our corporate website, <http://www.j-sainsbury.com/cr/>. This site will also provide the latest information on any new initiatives in future.

As part of these commitments we welcome customer feedback at all times, as this helps us to understand and react to the concerns of our customers. I'm grateful that you've taken the time to get in touch with us and look forward to seeing you in store again soon.

Kind regards

Paul Steedman | Customer Manager

17th November 2011 - response to Waitrose

Sam,

Thanks for the response.

Perhaps I should revisit Waitrose. I have, in the meantime, looked at your online shopping site and have indeed found quite a number of free range pork products.

However (!), I stick with my argument regarding the 'Outdoor Bred' appellation. The shopper is not particularly interested in legal definitions or provenance codes but requires HONESTY in product labelling. How on earth can you talk about 'unclear labelling' in responding to this enquiry! The reason for my initial enquiry/complaint last week was that my wife returned from supermarket shopping with a number of pork products labelled 'outdoor'. She had the grandchildren with her at the time so was rather distracted. She realises that there is a difference between 'outdoor reared' and 'outdoor bred' but, in the heat of the moment, thought that 'outdoor bred' was the right one to go for. Not everyone, for many reasons, has the time or energy to look at the small print but would rely on the large print to be an honest guide to the status of the product. As the breeding part of the pig's life is only about one fifth of its time on the planet, if you are not intending to deceive why do you put the appellation 'outdoor' on these products - how is that 'clear labelling'? To give you an analogy: if you picked up some sausage rolls which said 'contain organic pork' but you subsequently discovered that okay the rolls do contain organic pork but this constituted only 20% of the content, the rest being intensively reared, wouldn't you feel that you had been deceived?

An honest label would say (as I indicated in my initial email) - outdoor bred (6 weeks); indoor reared (24 weeks) [or whatever the relevant time periods are] as this is the actual state of affairs.

Shoppers should not have to read the small print on your products to make sure they are not being deceived.

Sincerely

Paul Turner

17th November 2011 response from Waitrose

Further to your previous email,

We have investigated with our buyer who has the following response.

In answer to the original question, we can justify using the term outdoor bred on our outdoor bred pork products as this not only adheres to the legal definition, but also goes further and adheres to the Pork Provenance Code. This code was brought in to avoid the confusion that abounds with unclear labeling. This code has set out very clearly the terms that retailers (who sign up to the code) must use when labeling their products. This code covers all methods of pig production. One of these methods is "outdoor-bred". We are also very clear on the label exactly what outdoor-bred means and that the pigs are housed in airy, straw bedded barns. This is on every label of every product. An animal outdoors for its entire life is classified as "Free Range". As such, we are very comfortable with the labeling of our products and feel they are very clear.

All Waitrose Pork is, as a minimum outdoor-bred. Waitrose is the clear market leader in terms of both Organic and Free Range Pork. In fact we are responsible for more than 70% of the total organic UK pig herd - all of which is Free Range and we are currently actively increasing this number. We are also responsible for more than 60% of the total UK Free Range non-organic pig herd. Set against our total store market share of 4%, we are disappointed you have not been able to find organic or free range pork products on the shelves. It is precisely because we go above and beyond legislation and above and beyond on animal welfare that we have been awarded the CIWF awards year after year.

We do hope you might re-visit Waitrose and sample many of the high-welfare, high quality meat products we have on offer.

I hope this is of assistance.

Regards,

Sam Putman

13th November 2011 – response to Waitrose

Dean,

Thanks for the response.

All very interesting but you have not answered my question.

As I said, I am a member of CIWF and the fact that you were awarded the appellation 'Compassionate Supermarket of the Year' has been one of the reasons why I have backed-off from my former strong support for this organisation. With regard to your brownie points regarding animal welfare, CIWF has just sent an email to all its supporters regarding the supposed 'Farm Assured' Red Tractor products. The Red Tractor organisation also does a good line in self-promotion, but if one looks beneath the gloss, reality is somewhat different. Following is part of the text from the CIWF email with the subject 'Who is Telling Porkies' (specifically about pigs/pork but I am guessing that their 'issues' would apply to other animals/products).

"Many pigs produced under the Red Tractor scheme may be reared in crowded, barren pens – unable to carry out their natural behaviours and often subjected to painful tail docking and tooth clipping. And the majority of Red Tractor sows will be confined in restrictive farrowing crates from a few days before they give birth until around four weeks after, unable to care properly for their piglets. None of this is mentioned on their [website!](#)"

Talking about pork, it is very difficult, in fact usually nigh on impossible to find any proper outdoor, free-range or organic pork on your shelves. I have not used Waitrose for some time because I do not care for the misleading, disingenuous labelling on your products. From my experience, many shoppers do not appreciate the meaning of 'outdoor bred' but when they see 'outdoor', they assume it means what it says.

So less of your assurances if you don't mind and would you also PLEASE ANSWER THE QUESTION!

Sincerely

Paul Turner

12th November – response from Waitrose

Thank you for your e-mail.

Firstly, please accept our apologies for the delay in responding to you which is as a result of the high volume of e-mails being received at this time.

At Waitrose, traceability and animal welfare go hand in hand. We know precisely where our

food comes from, that it has been produced to the highest standards, and that each of our suppliers respects their livestock. Waitrose is committed to providing the best conditions for animals at all stages of the supply chain, and to combating cruel practices.

Our dedication to animal welfare earned us the 'Compassionate Supermarket of the Year' title from leading animal welfare charity Compassion in World Farming (CIWF) twice in a row, in 2004 and 2006. It has also helped us win the supermarket category in the RSPCA Good Business Awards in 2005 and 2007. Waitrose gained a 'Good Egg Award' from CIWF in 2007 and 2008; the most recent following its conversion to 100 percent free range egg as an ingredient in all own label products.

Waitrose know every farmer who supplies every pack of our British pork, bacon and sausages.

Where possible we buy British: all fresh pork (including that sold as sausages), beef, bacon and poultry is British. All of our turkeys come from the UK or Ireland. Our organic pig farmers raise their animals outdoors with access to well aired shelters full of fresh straw bedding, and feed them an organic diet.

We own our own farm in Hampshire, the Leckford Estate, which supplies food to our Waitrose shops.

We know the parentage and history of the Aberdeen Angus and Hereford cattle that supply our beef. All Waitrose beef comes from animals born and reared by a select group of British farmers who are committed to keeping their cattle happy and healthy.

Our lambs, supplied in season from Farm Assured sites in England, Wales and New Zealand, are reared in open pastures.

Waitrose are leading the way in promoting more sustainable fishing practices. By having full traceability for all our fish we can be certain we do not sell any illegally caught fish, preventing the undermining of fish conservation measures. We have switched to line fishing for supplies of cod and haddock and also introduced initiatives to make it easier for customers to identify and buy sustainably-sourced fish.

All Waitrose chickens including essential Waitrose, Free Range and Organic are UK-hatched and reared. We know all our farmers and can trace each bird back to its original farm. We do not sell standard intensively reared chicken and our entry level chickens (essential Waitrose) are reared to a high standard of welfare. essential Waitrose chickens are reared in purpose built houses with big windows which let in plenty of natural light, and at night the birds get

six full hours of darkness, 50 per cent more 'rest time' than the industry standard. essential Waitrose chickens also get plenty of air via high levels of ventilation and, because they are stocked at a 20 per cent lower level than the industry standard, have the freedom to move around with access to straw bales for environment enrichment and stimulation.

We know the origin of every own-label free-range egg and pint of milk. All our own-label eggs have been free-range since 2000 and a third of these are organic. We include only free-range eggs in all our own-label products. Waitrose were the first supermarket to refuse to sell fresh eggs laid by hens kept in cages in 2001. All Waitrose yoghurts are made from British milk.

I hope you are reassured of Waitrose's commitment to animal welfare. More information on our policies can be found on our website:

<http://www.waitrose.com/food/productranges>

Regards,

Dean Baker

Waitrose Customer Sales and Support.

9th November 2011

Dear CIWF,

I'm beginning to wonder if CIWF is in the pockets of some of the big supermarkets. Waitrose winning the most compassionate award appears, to me, to be tosh.

We have a 'local' Waitrose, in Bath, and I'm pushed to find any organic or free range meat products. Waitrose's meat shelves are stacked with 'outdoor bred' meat which, (again) to me, is a prima facie case of disingenuous (and meaningless) labelling. My wife does not take the same keen interest in the labelling but when she sees the word 'outdoor' she assumes it means what it says whereas it means nothing of the sort.

I have questioned Waitrose about this and they responded with some nonsense about "light and airy pens" and "plenty of straw" but I'm far from impressed with them (and it seems, by implication,

with you).

Regards

Paul Turner

9th November 2011

Dear Waitrose,

I am a member of Compassion in World Farming and have been concerned for some time about the disingenuous, misleading labelling used on your meat products.

I will always buy organic/free-range/outdoor-reared meat products. However, her majesty is not quite so discerning and if she sees 'outdoor' on one of your products, she assumes, as a lot (perhaps the majority) of your customers would, that the product is indeed one that comes from animals who spend (the majority of) their lives outdoors.

So how can you justify putting the appellation 'outdoor' on your 'outdoor bred' products when, in fact, the animals concerned spend perhaps only a quarter (if that) of their lives outdoors? This is disingenuous and misleading to say the least, or if I were to use less diplomatic language, downright dishonest and deceitful. An honest label would perhaps say: 'outdoor bred (6 weeks); indoor reared (24 weeks). By the way, I don't wish to receive a 'ready-made' response about light, airy sheds.

I have contacted HM Government's Directgov and the Advertising Standards Authority on this matter and am awaiting a response.

Yours sincerely

Paul Turner

9th November 2011 – email to Sainsbury's

Dear Sainsbury's,

I am a member of Compassion in World Farming and have been concerned for some time about the disingenuous, misleading labelling used on your meat products.

I will always buy organic/free-range/outdoor-reared meat products. However, her majesty is not quite so discerning and if she sees 'outdoor' on one of your products, she assumes, as a lot (perhaps the majority) of your customers would, that the product is indeed one that comes from animals who spend (the majority of) their lives outdoors.

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