

CELEBRITY QUOTES

1. *Pig Business*, Film and Campaign
2. Outdoor Reared Pork

1. *Pig Business*, Film and Campaign

Robert F. Kennedy Jnr, *nephew of Jack Kennedy, founder of Waterkeeper Alliance and environmental lawyer*

"This film exposes the truth about factory farming. It shows how it cannot produce a pork chop or bacon cheaper than a family farmer unless it breaks the law. Factory farming profits by externalising the true costs on to the public through sickness and degraded soil, contaminated water and air. In the process it destroys both the economy and democracy by concentrating power and money into the hands of a few giant corporations. Watch the film to see how we can reclaim control over our lives."

David Cameron, *UK Prime Minister* (interviewed in the film in 2007 when leader of the opposition)

"Just as we don't accept cars that aren't meeting our emission standards, so we shouldn't accept food that doesn't meet our welfare standards."

Paul McCartney, *pop star/ex-Beatle*

"Pig Business is a good film; very honest and informative about the impact of factory farming on the environment. I would go further and suggest a Meat Free Monday."

Stephen Fry, *actor and author*

"The film is strong and there's no nonsense in it - really good and wonderfully judged. The message comes through with immense authority but without being pious and preachy to the point of sanctimonious dullness: a great balancing act."

Jamie Oliver, *TV chef and campaigner*

"Before I started researching the subject, I never truly realised the appalling extent to which pigs - intelligent animals - were treated in certain parts of the world. I think we as meat-eaters have a responsibility to treat the animals we farm well, and that's why I think *Pig Business* is an extremely important film. It really hammers home the darker side of the global pig farming industry - one that thankfully we don't see generally here in the UK."

Sienna Miller, *actress*

"I cannot understand how we allow pigs, or any animals in our care, to be crammed into tiny compartments in this abominable way. The partial ban of sow cages across the EU, which is to be introduced in 2012, is simply not good enough. The MEPs should ban this barbaric system of

cages, just as we will soon totally ban cages for hens. It insults our humanity to allow this abuse of animals in the scramble for competitive pricing. As consumers we must have labels that tell us if pigs have been raised in factory farms so that we can avoid buying them."

Dominic West, *actor in The Wire*

"Outlawing the barbaric practice of factory pig farming in Europe cannot be delayed any longer. The meat it produces is morally, environmentally and economically indefensible. Ban it now. Support the MEPs at the European Parliament Event called *The Hidden Costs of Factory Farming* by urging your MEPs to attend. Visit the pigbusiness.co.uk website for directions."

Zac Goldsmith, *ecologist and UK MP*

"What is casually described as 'cheap food' is so often nothing of the sort. This powerful film reveals the full impact of factory farming on people and the global environment, and exposes the horrors experienced by the pigs themselves. It will leave people in no doubt about the true cost of factory farming."

Stella McCartney, *fashion designer*

"This is such an important subject. To be aware is to have individual power. This film gives us the information we need to have to make a change as a consumer, to show government and food manufacturers we deserve better. And so do the pigs giving their lives in such a barbaric way. If we stop the demand they have to stop the cruelty and deceit."

Hugh Fearnley-Whittingstall, *broadcaster and journalist*

"The great thing about this brave and compelling film is that it gives you so many unshirkable reasons to avoid food from factory farms. It made me livid and more determined than ever to avoid cheap, imported pork."

Rosie Boycott, *farmer, journalist, Chair of London food*

"What was fantastic about Tracy's film was it tied together the two issues: social injustice, and the fact that by eating rotten food we are destroying our planet."

Patrick Holden, *former Director of the Soil Association, organic farmer*

"I have known Tracy Worcester for 20 years and she's distilled her entire lifelong campaign into this film. I urge everyone to watch it: we need to understand how bad the consequences of industrial agriculture are to small communities, to human health and environmental health, and we need to go on a journey of reconnection with these issues, so watch the film."

Lesley Ash, *actress*

"Having watched the recent UK Panorama television programme on factory farming and the large supermarket industry, I suddenly feel very small and unimportant. It seems we have no control of what we eat and put on our tables."

I want to have the choice of buying British pork that has come from a small farmer. I don't want Polish meat. I don't want factory farmed meat. Not only is it inhumane, but a lot of the pigs can and have been proven to be infected with the bacterial infection MRSA. And that is a killer, not just for pigs, but for the farm hands handling the pork, too. It is just a matter of time before it is passed down to the consumer.

I am sure a lot of the public believes that because this pork is cheap it is good value. Wrong. The only winners are the supermarkets who dictate the prices they pay to the farmers for their pork, pricing small farmers out of business. Please be with me on this. Stop factory farming. Stop being under the large supermarkets' thumb. And buy British quality pork from free-ranging, small farmers."

Andre Menache, *animal rights campaigner and vet*

"It has been said that man's inhumanity to man is only surpassed by his inhumanity to animals. Sadly, this is all too evident in the film. In addition, one comes away after seeing these images with a feeling of having witnessed a terrible hoax – the illusion of cheap food. The producers of intensively reared pigs tell us that they are merely responding to market forces – the desire of the general public for cheap pork. However, in reality, we cannot imagine the price paid by pigs in terms of physical and psychological suffering; we have ignored the cost to the environment; and the true cost to human health; and our continued existence on this planet will become painfully evident to future generations."

Thomasina Miers, *English cook, writer and television presenter*

"How did your bacon get into your butty? If you don't know and don't care watch this film and you'll never not know and not care again. If you do know and do care, tell everyone you know exactly what the difference is between the pig on your plate and the pig on theirs, and keep on buying free range, organically reared pork: traditional, rare breeds reared this way wouldn't exist if you didn't eat them."

Lucas Hollweg, *food writer, Sunday Times Magazine*

"It's a powerful film and a compelling indictment of both the practices and politics of industrial livestock production. One of the things that shocked me most was the fact that European money is being actively used to incentivise these businesses, which not only ride roughshod over animal welfare, human health and the environment, but threaten the future of more sustainable farming at home and abroad.

Britain's higher standards of welfare mean there has been a tendency for people in this country to dismiss the likes of Smithfield Foods as someone else's problem. This film shows that, far from being immune to the ills of American-style industrial food production, British consumers have unwittingly become complicit in its growth and its consequences.

As the film points out, consumers can vote these people out of business. Sadly, as long as the supermarkets continue to sell meat that prioritises cost over quality and welfare, I fear there are plenty who will continue to buy it."

Philip Lymbery, *Chief Executive of Compassion in World Farming*

“Thank you Tracy: for the animals, for the people affected by this, for the environment, for having the balls to make this film.”

Tom Parker Bowles, *food writer, presenter, journalist*

“A powerful and important film about the wretched plight of the intensively-farmed pig, as well as a searing indictment of modern industrial farming.”

Letter to Tom PB’s MEP: I’m a food writer with a weekly column in The Mail on Sunday and am writing to you concerning the iniquities of factory farming, which I why I’m hoping you’ll use your power and influence to take action against this cruel and outdated system.

It’s a system that has little regard for animal welfare, confining animals to cramped cages in appalling conditions. Profit is the main concern, and it seems remarkable, in 2011, that the European parliament can still condone, let alone support, this barbaric practice.

And this is just the start. The environment suffers too, poisoned by the toxic chemicals in the animals’ waste.

The routine use of antibiotics is an ever-ticking time bomb, as they enter the human food chain and build up a dangerous resistance to these drugs. In the not too distant future, antibiotics will have little effect in fighting any disease at all.

And traditional, humane and sustainable farming is being destroyed by these vast factory farms, whose only concern is profit.

This is an issue that affects us all. Only you have the power to put a stop to this cruel, dangerous and unsustainable practice. On 9th February, there will be presentations and debate over the issue. It would be wonderful to see you there.

Chrissie Hynde, *singer in The Pretenders*

“Even I, who has seen the film a couple of times, think that it is so shocking and emotive that it is really is a thing of beauty because it’s the truth.”

Diana Quick, *actress*

“Tracy Worcester’s film Pig Business has made me more determined than ever to insist that the pork we eat comes from properly reared pigs. I condemn absolutely the practice of some of our leading supermarkets of sourcing meat from other EU countries which do not necessarily adhere to Britain’s high standards in the farming and processing of pigs and pork products.”

Matt Tebbutt, *chef and owner of The Foxhunter and Market Kitchen presenter*

“**Pig Business**, in no uncertain terms, highlights the harsh realities of our desire as consumers for so called 'cheap' food. This bold and ballsy film shows the true nature of the ever-encroaching monster that is modern factory farming. If you enjoy your Sunday roast, and if you relish our countryside and the environment, then next time you visit the supermarket, vote against factory farming by selecting with your head and your heart rather than your pocket. This monstrous pork industry must not become accepted practice in Britain.”

Rev. Canon Peter Challen, *Chairman of CCMJ (Christian Council for Monetary Justice)*

“What a penetrating way to expose 'the essence of fascism' and the serfdom into which we have been led by an embedded corporate feudal system. Thank you.”

Pippa Woods, *Chairman of The Family Farmers' Association*

“What an epic! I am having difficulty finding a suitable superlative to describe your DVD.”

Miranda Richardson, *actress*

“The issues raised in the film are too important not to be addressed with the utmost urgency and the timing of [the House of Commons] event coincides with, thankfully, an increasing interest by the general public, certainly in the UK, to know where their food is coming from and the methods by which it is produced.

We are being encouraged, quite rightly, to take responsibility for ourselves and our children in relation to food, to the betterment of our health, the environment and animal welfare. I believe all these are inter-related, with the last point being of particular concern to me.

Regardless of what certain individuals claim, the logic behind the lack of information on packaging of products containing meat processed in these hellish factory farms is, I think, disingenuous at the very least, and I would go so far as to say wicked. The long term effects of this “means of production” have serious implications for the health of workforces, communities and all those who are unwitting consumers, and it threatens to destabilise our own farming community in the UK by flooding the marketplace with cheap meat.

I am against cruelty however it manifests itself and would hope that given the information about the miserable lives led by the animals caught up in this heinous business, those people who still wish to eat pork would decide that the practices evident in Pig Business leave a very nasty taste in the mouth.”

2. Outdoor Reared Pork

The celebrities named below recommend consumers buy outdoor reared pork:

Robert F. Kennedy Jnr, *nephew of Jack Kennedy, founder of Waterkeeper Alliance and environmental lawyer*

Dominic West, actor in *The Wire*

Stephen Fry, actor and author

Zac Goldsmith, ecologist and UK MP

Jerry Hall, model

Rosie Boycott, *farmer, journalist, Chair of London food*

Jools Holland, musician

David Gilmour, musician/member of Pink Floyd

Diana Quick, actress

Monty Don, TV gardener

Tom Parker Bowles, *food writer, presenter, journalist*

Mike Rutherford, musician/member of Genesis

Miranda Richardson, actress