

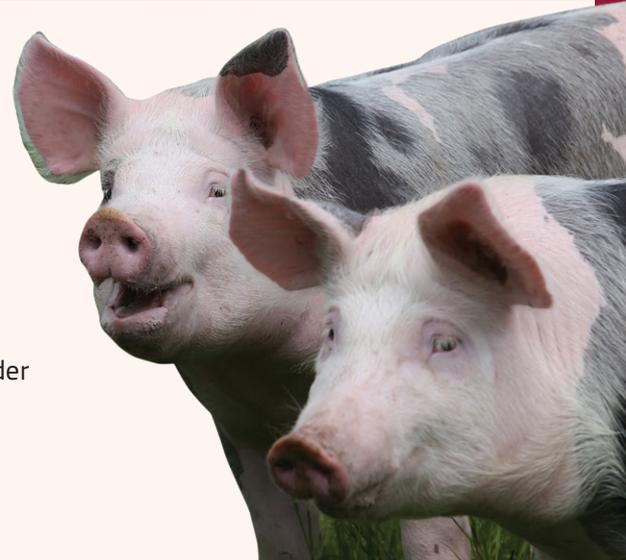


Ending surgical castration

Success stories



5C | RETAILERS & FOOD SERVICE OPERATORS



Success story #1



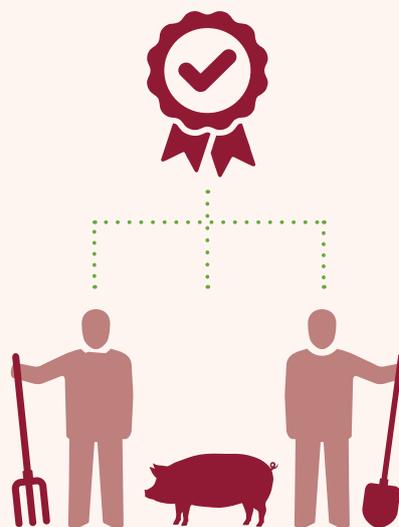
GAIN INSPIRATION FROM BELGIUM-BASED FOOD RETAIL GIANT

The retailer launched a line of surgical castration-free pork products under its “Better for Everyone” label in June 2018. In promoting this label, the company highlights the benefits of the pig breed used and describes the particular properties and quality of the meat.

TECHNICAL SOLUTIONS, CLEAR GUIDELINES, BETTER DETECTION MEASURES

To minimise the presence of boar taint in its meat, the company implemented a number of technical changes in the breeding, rearing and slaughtering stages of its pork supply chain.

- It used selective breeding by choosing Pietrain, a breed that doesn't develop boar taint like other breeds.
- The company established clear guidelines for pig producers to follow when rearing the pigs for slaughter.
- It introduced detection measures on the slaughter line and used trained assessors to identify tainted carcasses.



Boar taint only affects approximately 2 % of the 6 000 - 8 000 pigs slaughtered weekly for its supermarkets.

Success story #2



DISCOUNT SUPERMARKET CHAIN IN BELGIUM MOVES TO ENTIRE MALES

In 2012, a global retailer's store chain in Belgium **fully transitioned to the sale of meat from entire non-vaccinated pigs.**

The change was due to its focus on animal welfare standards and to Belgium's increased media attention on animal welfare issues.

SWIFT AND SEAMLESS TRANSITION

The transition took place within three months. Stores across Belgium engaged with their suppliers and requested them to transition to the production of entire males.



Success story #3



BELGIAN SUPERMARKET CHAIN ADOPTS IMMUNOCASTRATION

The company conducted a trial in 2010 to **improve pig welfare by using vaccination against boar taint.** It applied the vaccine on approximately 2 600 boars and monitored all production steps from vaccination to meat consumption.



VACCINATION PASSES THE TEST

The trial revealed several advantages of vaccination compared to physical castration, including better animal welfare, better feed efficiency and reduced manure production. Meat from vaccinated pigs is also leaner than pork from castrates.



ANIMAL WELFARE MESSAGE MAKES A MARK

The company communicates the use of vaccination via press releases, in-store videos and its website. The use of vaccination is accompanied by messages of improved animal welfare. It uses the word "vaccination" instead of "immunocastration".

FACTSHEETS

01 Ending surgical castration

FARMERS

2A Reducing boar taint risk in entire males

2B Vaccinating pigs against boar taint

2C Preventing detectable boar taint in immunocastrated pigs

2D Success stories

SLAUGHTERHOUSES

3A Detecting boar taint in uncastrated pigs

3B Ensuring absence of boar taint

3C Success stories

FOOD PROCESSORS

04 Managing boar taint in meat

RETAILERS & FOOD SERVICE OPERATORS

5A Increasing the market value of meat from uncastrated pigs

5B Increasing consumer acceptance and raising awareness of meat from immunocastrated pigs

5C Success stories



www.bit.ly/2vyHVTI

For more information, see final report **Establishing best practices on the production, the processing and the marketing of meat from uncastrated pigs or pigs vaccinated against boar taint (immunocastrated)**

