



18 May 2009

MEDIA STATEMENT FROM NZ PORK NZ Pork supports call for investigation

TVNZ's Sunday programme was not representative of the pork industry and we can understand the reaction to the images last night. What was shown on TV is not normal practice.

We fully support the minister's investigation into the specific farm in question and will fully cooperate.

The pork industry is phasing out long term use of sow stalls. We are more than half way there as an industry. The process will see the time reduced to four weeks which is in the interests of the sow - this is supported by scientific research.

Consumers need choice, like choosing between eggs, some people are happy to pay a premium for free range. Consumers can ask questions about source of products - we would encourage them to do that

Ends

Contacts: Chris Trengrove (021) 311 007 or Sam McIvor (029) 43 88 222

New Zealand Pork Industry Board

Level 4, 94 Dixon Street, PO Box 4048, Wellington 6140, New Zealand

T: + 64 4 917 4750 **F:** + 64 4 385 8522 **W:** www.pork.co.nz