



Danish Crown PURE PORK

Raised without antibiotics



UK WELFARE STANDARD



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Raised without antibiotics

No antibiotics

No growth promotants

All-vegetarian feed only

Gestation crates are prohibited

Fully slatted floors are prohibited

All pigs must have access to manipulable materials

Born and raised on Danish family farms governed by Danish Crown protocol

Slaughtered in Denmark by Danish Crown

Sows may have been treated with antibiotics, but only when absolutely necessary. In this case, it is possible that traces of antibiotics will be present in the sow's milk for up to 48 hours. It is then possible the trace of antibiotics could remain within the piglet for a few days.

FROM FARM TO FORK

Our Pure Pork farmers ensure quality at every stage!



Danish Crown is owned by 6,830 farmers, which ensures that our livestock suppliers have a vested interest in adjusting their production to consumer demand.

We guarantee full traceability of our products, including our Pure Pork pigs, from the farms all the way to the supermarket shelves. The "From Farm to Fork" principle is dynamically integrated in every process; from educating our pig producers, regulating pig breeding and animal health procedures, enforcing policies on animal feed stuffs and minimizing transportation time to the slaughterhouse, to the butchering process, product packaging and handling.

Ensuring world-class food safety, our production facilities are also certified by

independent third party quality assurance auditors to the following international standards: GRMS (Global Red Meat Standard), SQF (Safe Quality Food), IFS (International Food Standard) and BRC (British Retail Consortium).

The "From Farm to Fork" concept is the very foundation of Danish Crown, and is essentially what enables us to meet the demand for animal welfare and traceability because of the direct connection between Danish Crown and our cooperative members and owners.

GROUP HOUSING STABLE



1

Sows and gilts are kept in group housing stables where they can move around freely.

Seven days before the expected date of farrowing, they are moved into farrowing housing.

Abiding by Danish standards, there are fixed requirements for the housing of pregnant sows throughout their gestation. They must have straw in their housing units and there must be a minimum number of hospital pens available.

WEANING STABLE



3

Once weaned, the pigs move into the weaning stable. Here the pigs get accustomed to life without their mother, with a new climate and new feed.

If a pig, at any stage of the programme, requires antibiotics for treatment of illness, it must be removed from the programme, have its ear tag removed and be treated under veterinarian direction.

All pigs must have permanent access to sufficient quantities of straw or other manipulable rooting and enrichment material.

FARROWING SAFETY BOX



2

The sows are held in farrowing safety boxes, from 7 days before farrowing until weaning. This is considered good animal welfare practice as it keeps the piglets safe from being crushed by the sow.

Piglets are tagged to ensure traceability and to show that the piglet is healthy and part of the programme.

No antibiotics, growth hormones or steroids are allowed to be administered whether through feed, water or by injection, from birth to slaughter.

FINISHING STABLE



4

When ready (depending on weight and age) the pigs are moved to the finishing stable, where they live for about three months.

Pigs are to be fed an all-vegetarian (plant based) diet at all stages of growth. The feeding of animal by-products, mammalian derived protein and fish meal is prohibited.

The feeding of milk and milk products is permitted.



“ Raising Pure Pork pigs without antibiotics requires more work, care and attention for each individual pig. That increases our passion and sense of workmanship.”

Henrik Kjær, owner of Nordvestgård

OUR FARMERS



Pure Pork pigs raised without antibiotics are bred and reared on Danish family farms. Among these farms is Nordvestgård, which is run by three brothers; Dan, René, and Henrik Kjær.

"We embraced the challenge of raising pigs without antibiotics as it appealed to our professionalism and our beliefs in improving food safety and promoting good animal husbandry practices," explains Henrik Kjær.

For Pure Pork pigs, no antibiotics can be administered whether through feed, water or by injection, from birth to slaughter. To Henrik Kjær, the move from UK pig production to production entirely without antibiotics was relatively easy as the use of antibiotics in his production on Nordvestgård, as on any Danish farm, was already very low.

"Raising Pure Pork pigs

without antibiotics requires more work, care and attention for each individual pig. That increases our passion and sense of workmanship. Also, this additional care will help save some animals," says Henrik Kjær.

Henrik, his brothers, and the staff at Nordvestgård all ensure that any animals requiring antibiotics for treatment of illness, are removed from the breeding programme and treated immediately.

"It's better to save a pig by treating it with antibiotics than to let it suffer," underlines Henrik Kjær, emphasizing his focus on animal welfare. This is a topic close to the hearts of everyone at Nordvestgård.



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