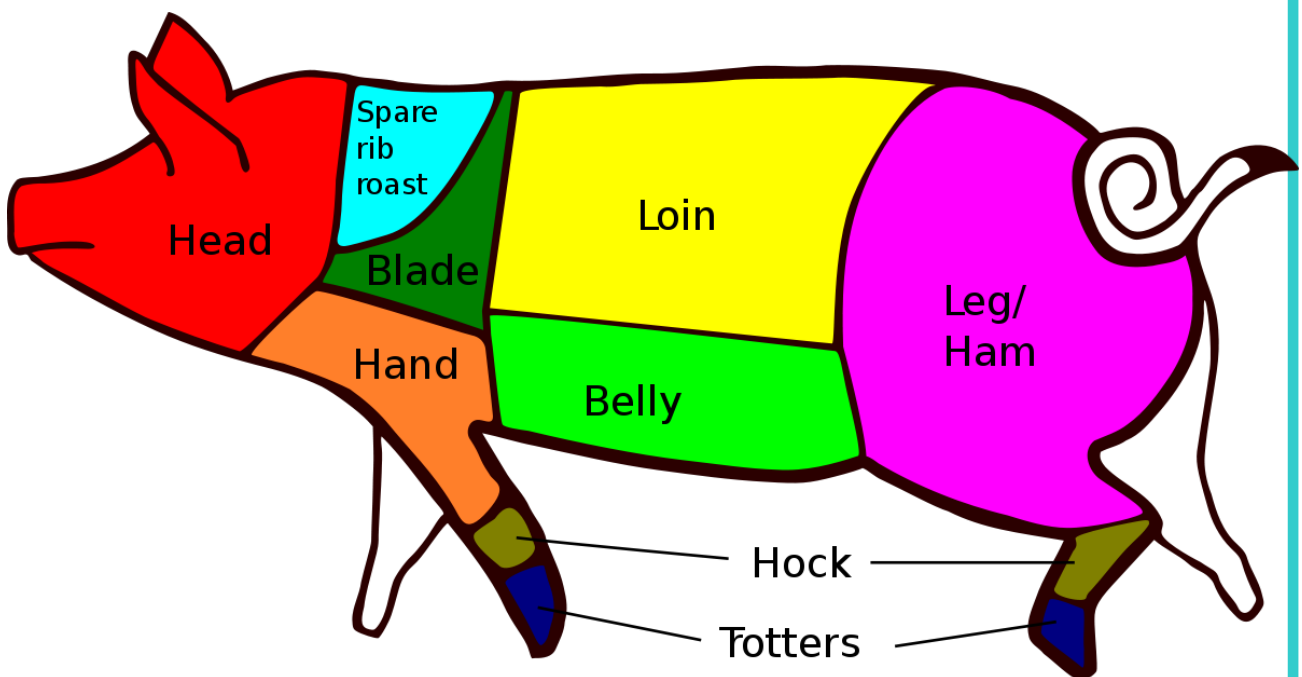




Cuts of Pork



What is pork, exactly?

"Pork is the word we use to describe meat that comes from a pig,"

How does pork go from being a pig to being food?

"The animal dies -- it happens quickly, so the animal isn't afraid. Then the butcher turns it into food."

Pigs produce meat (pork)

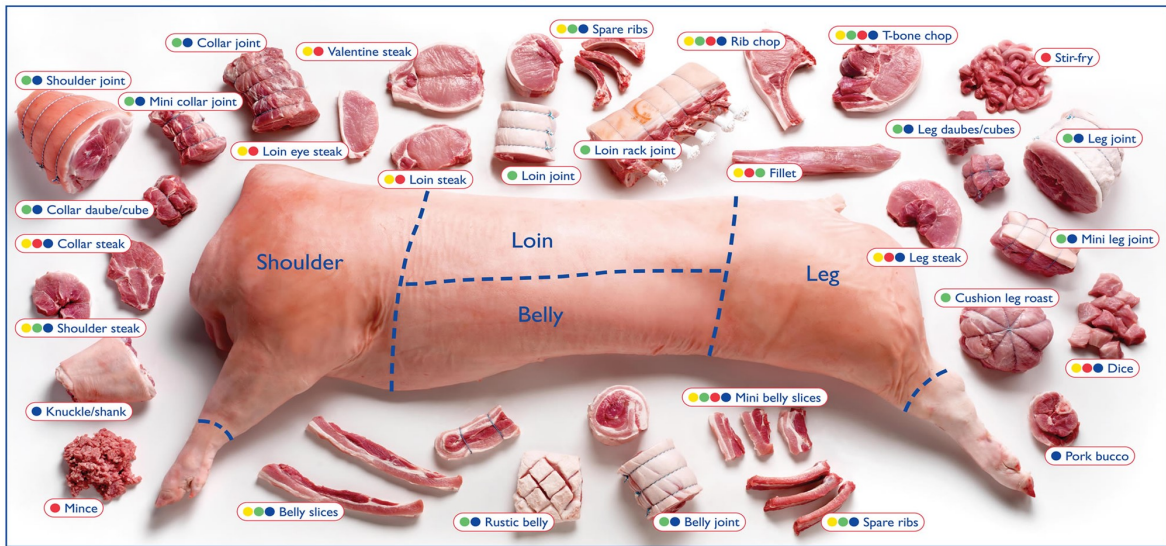
Pork provides a more varied diet for the family.

Pigs are one of the few livestock animals where nearly all parts of the animal can be used.

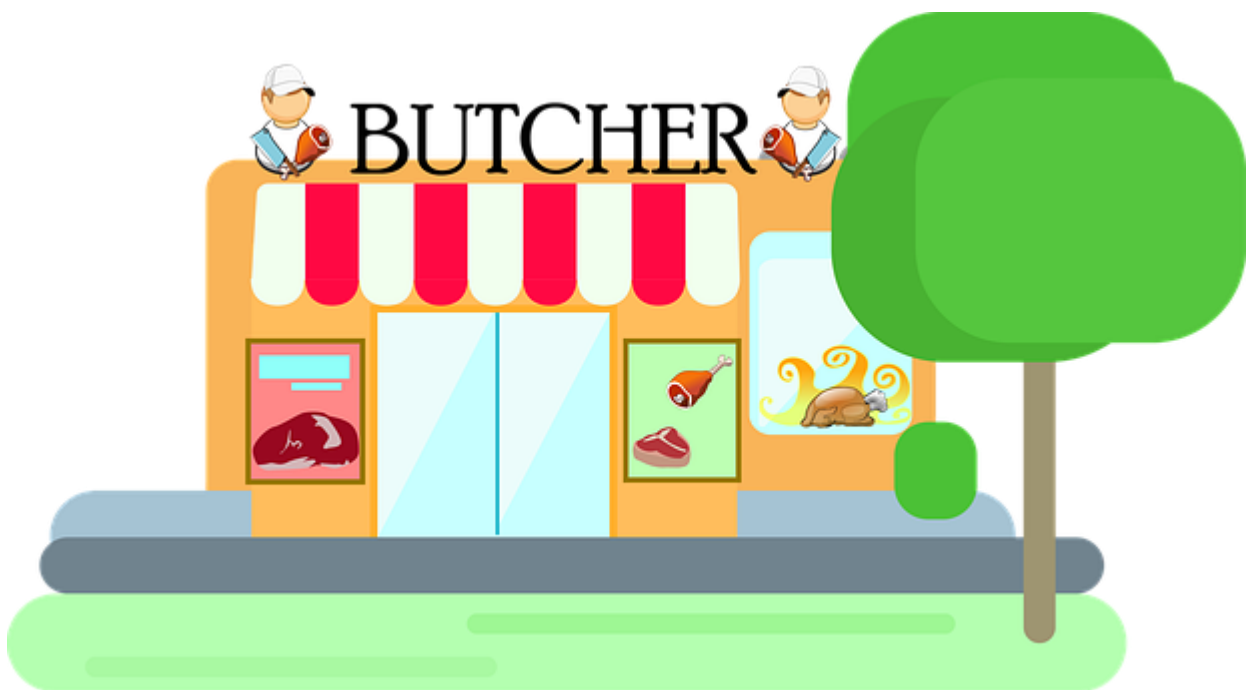


the **Pork Cuts** range

● Grilling & BBQ'ing
 ● Roasting
 ● Frying & Stir-frying
 ● Slow Cooking



ASK YOUR BUTCHER – THEY'RE THE EXPERTS!





Why buy British Pork?

Locally produced - The UK has some of the highest welfare standards in the world and improves the way that pigs are reared.

The distance between a UK farm and UK shop is smaller than imported pork (air miles). Local meat means fresher meat with a smaller carbon footprint.

Sourcing locally helps you know that the food you are buying is fully traceable back to the producer and that you are supporting your local economy.

Pork, bacon & ham labelled 'British' must come from animals born, reared and slaughtered within the UK. If you are not buying direct from a farmer you might find it helpful to look for a quality mark. These mean that all stages of the food chain have been independently checked to ensure that they meet the required standards.



The British Pig Association allows the Quality Pedigree Pork mark to appear on pork that has been produced locally from British pedigree breeds.

When looking to purchase pork, keep an eye out for marks such as the Red Tractor logo. It indicates that the food can be traced back to farms producing under Assured Food Standards (AFS).



It indicates that the food has been produced according to the RSPCA's welfare standards.

The LEAF Marque is found on fresh, seasonal produce - fruit, vegetable, meat and even flower products.



By buying LEAF Marque produce, you are enjoying food from farmers who care for the countryside and wildlife - whilst doing your bit for the environment too.