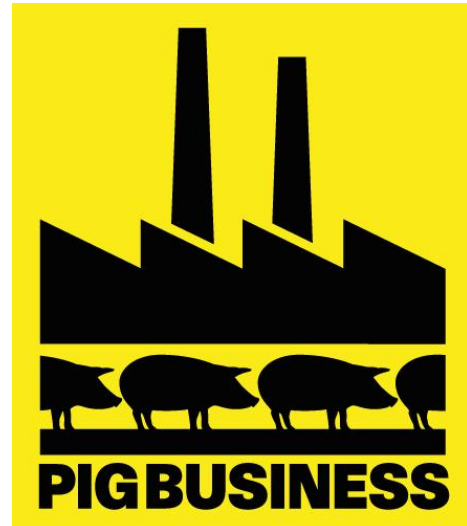


news from
zaba communications

*DO YOU REALLY KNOW WHAT YOU'RE
EATING?*



**HEALTH HAZARDS, ABUSE AND CRUELTY FOR MILLIONS OF FARM
ANIMALS WORLDWIDE: THE BRUTAL REALITY OF GLOBAL FACTORY
FARMING OF PIGS EXPOSED IN**

TRUE STORIES: PIG BUSINESS

A MORE4 FILM BY TRACY, MARCHIONESS OF WORCESTER

**In the wake of the Irish pork contamination crisis^[1], environmental
activist Tracy Worcester shows the way forward.**

**Her film, *True Stories: Pig Business*, will be screened on More4 *True
Stories* for the first time on UK television on February 3rd 2009
following Channel 4's *Great British Food Fight* season^[2] featuring
Jamie Oliver, Hugh Fearnley-Whittingstall, Gordon Ramsay and
Heston Blumenthal.**

But Tracy's message is global. And it's never been more timely.

TRACY WORCESTER, long-term environmental activist, filmmaker and former patron of the Soil Association, former trustee of Friends of the Earth and trustee of the Gaia Foundation, has spent four years investigating and self-funding the most hard-hitting documentary film about global industrial pork production ever aired on British TV.

The 49-year-old mother-of-three Marchioness, who lives with her husband Henry Somerset, the future Duke of Beaufort, on the 52,000-acre Badminton estate in Gloucestershire, is already a familiar voice to millions from appearances on Radio 2's Jeremy Vine show.

Now she joins Channel 4's Great British Food Fight to expose the reality of the global pig farming industry in Europe, South America and the US.

Her film shows pigs kept all their lives in cages too narrow to turn round in; animals screaming and biting the bars that surround them night and day; lame, emaciated piglets; workers who describe themselves as "enslaved"; rotting pig carcasses fished out of vast open lakes of noxious faeces.

The Marchioness, a former TV actress and model, talks to demonstrators in Poland and the UK, and takes on the corporate and banking fat cats in Europe and the US to ask about animal welfare, human health and big business.

The 72-minute feature documentary, *True Stories: Pig Business*, which received a rapturous reception at its first showing at the Royal Society of Arts in November 2008, is a clarion call to action for greener farming worldwide, and is already supported by a host of concerned organisations, from Compassion in World Farming to the Women's Institute^[3].

Will change happen? Tracy thinks it can, and must.

Tracy Worcester says:

"I believe that if people knew the real cost, in human and animal misery and pollution, of the cheap pork sold in their supermarket they would never buy it again.

"If shoppers would only look behind the label in ways my film describes, they will see that by exercising their consumer power they can protect our independent farmers. Our farmers would then improve their standards to produce humane, animal and environmentally friendly pork.



"Films like this are rarely made because the corporations have the money and thereby the power to crush criticism. It is time we took back control from giant multinationals and their financial backers by buying pork from independent farmers. But we need to act together."

Jamie Oliver says:

"Before I started researching it, 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 programme."

Hugh Fearnley-Whittingstall says:

"Tracy Worcester's film gives us many, many reasons to be concerned about pig farms. It was revelatory to me."

Miles Hubbard from union Unite^[4] says:

“Tracy Worcester's film vividly shows the need for a strengthening of UK regulation on meat labelling so that customers can see clearly from the packaging all the processes that the product has been through, and judge for themselves what really constitutes ‘fresh’.

“Unite would encourage anyone who shops in supermarkets to look behind the label and see the way in which retailers’ demands for cheaper products passes suffering and exploitation down the food chain from the animals to workers and ultimately to the consumer.”

Notes to editors:

[1] BBC News, Sunday 7th December 2008: “All pork products made in the Irish Republic since September have been recalled over fears they are contaminated with a toxic substance...found in slaughtered pigs thought to have eaten contaminated feed. Tests showed some pork products contained up to 200 times more dioxins than the recognised safety limit...[Irish] Labour Party spokesman on agriculture and food, Sean Sherlock, said...”The announcement amounts to a threat as great as, if not greater than, the outbreaks of BSE and foot and mouth.”

[2] True Stories: PIG BUSINESS follows a major Channel 4 season, The Great British Food Fight, featuring TV chefs Jamie Oliver, Hugh Fearnley-Whittingstall, Gordon Ramsey and Heston Blumenthal as well as Tracy Worcester. The season was announced to the media on November 12.

[3] Last year’s Big Food Fight, which lifted the lid on the abuses of factory chicken farms, is acknowledged to have sparked widespread debate on the subject and influenced real change in consumers’ buying habits and retail practices.

[4] Unite is Britain and Ireland’s biggest trade union with 2m members. Miles Hubbard is Senior Regional Organiser, London and East.

People care passionately about TRUE STORIES: PIG BUSINESS, and here’s why:

- It shows that meat produced by factory farms relies on antibiotics to treat and prevent disease, putting human health at risk by helping spread drug-resistant strains of diseases such as MRSA and E.coli
- Evidence of cruelty points to mass injury and unnecessary suffering for pigs
- Large factory farms owned by US companies have exported to Eastern Europe environmental practices now vilified in the US, while allowing welfare abuses which would be banned in the UK
- Factory farms are accused of polluting water supplies
- Workers at some plants complain of significant health problems
- Communities describe a toxic brew of gases caused by thousands of tons of rotting pig excrement
- This meat is imported to Britain, where poor labelling on pork products conceals the true nature of the pork we’re all eating

TRUE STORIES: PIG BUSINESS explores the true costs of intensively farmed pork.

Tracy Worcester is available for interview and pictures: please contact Zaba Communications.

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