

media release

IT'S GOOD TO BE RSPCA APPROVED!

New South Wales residents will now have access to more RSPCA Approved pork with KR Castlemaine Fresh Bred Free-Range Pork products now proudly bearing the RSPCA's Paw of Approval.

The pigs are raised in Victoria on farms that meet the RSPCA's high animal welfare standards.

"We are very excited about this new relationship with KR Castlemaine and their RSPCA Approved products. It's great that we can be providing consumers with the higher welfare pork products that we know they are looking for. Consumers can now find the RSPCA Paw of Approval logo on KR Castlemaine's fresh Bred Free Range Pork products" said RSPCA Australia CEO Heather Neil.

"The key objective of the RSPCA Approved Farming Scheme is to improve the lives of farm animals by moving away from conventional farming systems to production environments that better meet the animal's welfare and behavioural needs.

"As a result of KR Castlemaine's desire to meet high animal welfare standards, and the RSPCA's direct work with pig farmers – hundreds of thousands of pigs will have a much better life.

"Sows on RSPCA Approved farms are not kept in stalls and have the freedom to forage, root and wallow in the mud. Piglets are free to run around in large eco-shelters in thick straw bedding and exhibit their full range of natural behaviours."

The KR Castlemaine Fresh Bred Free-Range Pork products include, Steaks, Cutlets, Ribs, Diced, Stir-fry and Tenderloin fillets.

KR Castlemaine is proud to have their high standards for these farms approved under The RSPCA Approved Farming Scheme.

"A sustainable supply chain is core to our strategy and animal welfare plays a major role in this," said KR Castlemaine Managing Director Stuart Grainger.

"We are very pleased to have our Bred Free-Range products Approved by the RSPCA. It's great to have our brand recognised as part of a scheme that sets the bar high on animal welfare."

The product is available at selected Coles Supermarkets.

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