

# WOOLWORTHS

## Woolworths Kinder to Sows

### **Woolworths cares deeply about the welfare of animals.**

Towards the end of 2014, we announced plans to start sourcing pork from farms that no longer use sow stalls to restrain pregnant sows for prolonged periods of time.

The introduction of "kinder to sow" pork represents another milestone on our Good Business Journey. Woolworths' GBJ is a commitment to ethical trade, sustainable farming and production methods, and social responsibility

We completed the sourcing implementation of "kinder to sow" pork in our fresh pork products in 2015, and in November 2015, we completed the process of signing off with authorities the customer messaging that appears on product. Consequently, the 'kinder to sow' messaging appears on fresh pork for customers to identify the pork products sourced from farms that do not use sow stalls to restrain pregnant sows for prolonged periods of time.

In addition to fresh pork, the sourcing implementation of "kinder to sow" pork has also been completed for our Easy to Cook pork products such as Easy to Cook Pork Steaks and Easy to Cook Peppered Pork Rib Eye Roast. The 'kinder to sow' messaging now also appears on the Easy to Cook pork products.

We continue on the journey to roll this out to the rest of our vast and diverse product range containing pork and remain committed to working closely with our suppliers, who are making significant investments to alter their infrastructure, in order to deliver to the kinder to sow milestone.

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