

**The Self Help Group for Farmers, Pet Owners and Others experiencing difficulties with the
RSPCA (The SHG)**

Press Release

For Immediate Release
16th June 2008

**The SHG challenges Tesco to boycott Freedom Foods
and support chicken welfare**

Like them or loathe them, Tesco is a shrewd operation - good at sniffing out a con. Let's look at the RSPCA's case for Freedom Food:

- 1) Farm assurance scheme with just 10 officials?
- 2) Track record of neglect and cruelty on its farms?
- 3) Squalid conditions on intensive pig farm?
- 4) Duck punching?
- 5) Industrial turkey shed littered with dead birds?
- 6) Not free range?

Q. Why did Tesco describe Hugh Fearnley-Whittingstall's gibbering as "hypocritical publicity mongering"?

A. Erm ... because that's what it was.

The SHG regularly says "NO" to the RSPCA too!

Ends

Word Total: 96

Notes to Editors: -

References:

Hillside investigates Freedom Food Farms

Conditions on an RSPCA monitored Freedom Food farm April 2008.
<http://www.hillside.org.uk/RSPCAFreedomFoodHensApril2008.htm>

The dead, dying and rotting filmed over two weeks at a 'hell hole' RSPCA Freedom Foods farm.

<http://cheetah.webtribe.net/~animadversion/freedomfood.htm>

Hillside Animal Rescue. Tel: 01603 736200

<http://www.hillside.org.uk/>

[ITV film shows neglect of animals sold under ethical label | Media ...](#)

13 Mar 2007 ... One in 20 farm animals in Britain is reared under the Freedom Food scheme, but there are only 10 full-time officials to police it which ...

www.guardian.co.uk/media/2007/mar/13/animalrights.broadcasting - 65k - .

[Undercover film shows a farmer punching a duck| News | This is London](#)

For example, dead and injured ducks are seen in sheds on one farm approved by the animal welfare charity. Squalid conditions were found on an intensive pig ...

www.thisislondon.co.uk/.../article.do - [Similar pages](#)

[Tesco dismisses chef's chicken criticism : Food News & Comment](#)

... Hugh Fearnley-Whittingstall that it is attempting to sabotage his call to improve chicken welfare standards as "hypocritical publicity-mongering".

www.just-food.com/article.aspx?id=102685&lk=rap - [Similar pages](#)

For further comment please contact Anne Kasica on 01559 371031 or Ernest Vine on 01559 370566. Mobile 07719 367148. e-mail: shg@the-shg.org

The SHG was officially formed in June 1990 and has been helping people to defend themselves and their animals from the RSPCA ever since.

The national help line number is **08700 72 66 89**

A copy of this and previous press releases from The SHG are online at

<http://www.the-shg.org/SHGPressReleases.htm>

Background information on the Self Help Group for Farmers Pet Owners and Other Experiencing Difficulties with the RSPCA can be found at <http://www.the-shg.org>

Details of further criticisms of the RSPCA can be found at the RSPCA-Animadversion website:

<http://cheetah.webtribe.net/~animadversion>