

Wiltshire pig farmer wins ‘excellence in the education of farm animal welfare’ award

In RSPCA Assured’s first-ever Pig and Poultry Awards

Thursday 30 September 2021

Cameron Naughton, a farmer from Wiltshire, has today beaten off stiff competition from 15 nominees to win the ‘excellence in the education of farm animal welfare’ category, in RSPCA Assured’s first-ever awards for pig and poultry members.

One of the first members of RSPCA Assured when it was set up 27 years ago (then called Freedom Food), Cameron - together with his wife Muriel - farms 450 breeding sows, plus their piglets.

But, it doesn’t stop there. From trainee chefs and agricultural students to Church and disability support groups, and MEPs and banks to *BBC Countryfile* and *Radio 4’s Farming Today*, Cameron hosts about 100 people on his farm every year, in a bid to better educate them about the reality of farming and the importance of pig welfare.



He impressed an independent panel of judges with his dedication to pig welfare and passion for education as one of the judges, Dr Zoe Davies, chief executive of the National Pig Association, explains:

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“We were blown away by Cameron’s entry. He is a very deserving winner of the education award. He goes above and beyond to host educational experiences for his customers, including chefs and restaurateurs, as well as adults and children from a wide variety of different community groups. It’s clear that he sees the value in educating the consumers of both today and tomorrow about the reality of farming and the importance of pig welfare.”

Commenting on his win, Cameron says:

“It is wonderful and humbling to receive this award and I am very grateful to have been nominated. It’s vitally important to me that as many people as possible understand and appreciate the benefits of farming animals well. For our customers, and their customers, it’s critical that they see first-hand how we do things here and the difference it makes.

“I often hear people say that only small farms can deliver higher welfare but I want to show people that isn’t the case and that it is possible for a commercial-scale farm, like ours, to care for animals to a high standard.”

The RSPCA Assured awards are designed to recognise and reward pig, broiler, laying hen and turkey members for achievements in four categories:

- **Excellence in higher farm animal welfare** - going above and beyond the standards and/or expectations to help improve farm animal welfare
- **Excellence in the education of farm animal welfare** - being proactive in engaging and educating others about higher farm animal welfare
- **Excellence in sustainability and higher farm animal welfare** - demonstrating consistent dedication to caring for the environment and animals in general through sustainability efforts
- **Outstanding contribution** - to pig and poultry welfare

Originally planned to be announced at the *British Pig and Poultry Trade Fair 2020*, the final winners in the other categories are being announced daily this week via the scheme’s [website](#) and social media platforms [Facebook](#), [Twitter](#), [LinkedIn](#)

RSPCA Assured hopes to extend its awards programme to the rest of its membership in the near future. For more information about the awards, Cameron and the other winners and runners up click [here](#).

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