

East Anglian farmer wins award for his outstanding contribution to pig welfare

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

*****Strictly embargoed until 9 am on Sunday 3 October 2021*****

Mark Jagger, a farmer from East Anglia who calls himself “the voice of the pig” has today beaten off stiff competition from 15 nominees to win the ‘outstanding contribution to farm animal welfare’ category, in RSPCA Assured’s first-ever awards for pig and poultry members.

With a background in dairy, beef and sheep, pigs weren’t originally part of Mark’s career plan but luckily for pigs, he changed his mind.

Mark’s achievements for pig welfare are extensive and his dedication to promoting the adoption of systems that benefit both health and welfare is widely recognised throughout the industry.

RSPCA Assured’s independent panel of judges were particularly impressed by Mark’s design and manufacturing of a drinking system for pigs in 2014, aptly known as “The Jags”. Inspired by the men’s urinal at the Norfolk Show in 2013, his design for a urinal-like trough with drinking nipples above it reduces water wastage, whilst helping improve pig health, and has been widely adopted throughout the industry.

Dr Zoe Davies, chief executive of the National Pig Association, says:



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“It’s clear Mark is passionate about his job, particularly pioneering clean water for pigs. He has helped improve the lives of many pigs through his inventions over the years, whilst working for BQP. It’s not always easy to make changes when part of a large organisation but, somehow, he always manages it. His dedication pays off and he really does deserve this award.”

Commenting on his win, Mark says:

“I feel both humbled and extremely touched to win this award. To be recognised for the work I’ve done over the last few years really means a lot to me. When I first started farming, a local farmer, John Wrench OBE, said to me “a happy animal is a healthy animal, and a healthy animal will grow and earn you money.” This has been my mantra ever since.

“The pig industry is close-knit and I believe that anything we develop that is good for the health and welfare of our pigs should be shared with our neighbours, so they can help improve the health of their herds too. We all benefit in the end - both the people and the pigs!”

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 have been announced 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, Mark and the other winners and runners up click [here](#).

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