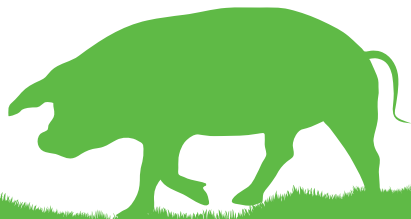


**FOOD LABELLED
'BRITISH'
SHOULD BE
BORN & BRED
IN BRITAIN**



honest food

SUPPORT OUR CAMPAIGN FOR HONEST FOOD

When you buy a 'British' pork pie, you probably assume that the pork comes from Britain.

In fact, meat from abroad can be imported into Britain to be processed into bacon, sausages and pies which can then be labelled to suggest they are British.

We think this is dishonest. People have a right to know where their food comes from. Meat labelled 'British' should be born and bred in Britain, raised to our high welfare standards.

Consumers should be free to choose food from any country, but real choice requires real information.

So the Conservatives are demanding honest 'country of origin' labelling to restore trust and allow people to choose British food with confidence.

Find out more at www.honestfoodcampaign.com



Brought to you by the
 Conservatives