# Cranswick shareholders confront fallout as piglet abuse scandal wipes £71 million off value



The animal welfare scandal surrounding Cranswick, a leading pork producer in the UK, has escalated dramatically as it prepares to announce its financial results this week. Following a shocking exposé by The Mail on Sunday, which revealed harrowing footage of piglets being brutally killed and subjected to horrific treatment at its Northmoor farm in Lincolnshire, Cranswick now faces intense scrutiny from investors and animal rights campaigners alike.

The investigation, conducted by the Animal Justice Project, captured disturbing images of workers at the farm mistreating animals in grim detail. In one particularly alarming moment, a farm employee was seen swinging a piglet before slamming it down onto the concrete floor, leaving no doubt about the immediate and profound cruelty involved. Footage also included botched attempts at killing sows, leaving them to endure prolonged suffering. These revelations have ignited a fierce outcry from animal welfare groups and have resulted in legal action, with a formal complaint lodged with Trading Standards.

As Cranswick prepares to meet with large investors including JP Morgan and Vanguard, the financial fallout from the scandal is already apparent, with approximately £71 million erased from its market value. Despite financial analysts forecasting a rise in profits to £192 million for the year ending March—up from £176 million the previous year—the company's reputation and customer relationships hang in the balance. Major supermarket chains, including Sainsbury's, Tesco, and Morrisons, have suspended deliveries from Northmoor while calling into question the ethical practices of their pork supplier.

The current crisis at Cranswick is not isolated. Earlier investigations at other affiliated farms, such as Bickmarsh Hall in Warwickshire, demonstrated severe systemic failures in animal care, with instances of untreated injuries and even cannibalism reported. Such findings raise alarming concerns about the overall ethics and animal welfare standards within the pig farming industry, underscoring the need for tighter regulatory oversight.

In a pro-active response to the backlash, Cranswick has initiated a comprehensive investigation into the Northmoor operations and suspended the implicated staff. The company has previously attempted to promote a positive image of its farming practices, which now appears starkly contradicted by recent events.

Moreover, consumer sentiment is shifting, with animal rights activists asserting that more humane slaughter methods are essential, especially in light of past controversies, including a protest that led to the arrest of several activists at a Cranswick processing plant in Norfolk. This ongoing scrutiny is part of a broader pattern, as previous undercover investigations have continuously exposed significant welfare violations within the industry.

In light of these challenges, Cranswick recently entered a £61 million partnership with Sainsbury's aimed at improving pig welfare standards and addressing some of the systemic issues highlighted by activist investigations. This commitment includes developing more humane farming practices and enhancing animal monitoring technology. However, as the company grapples with the repercussions of the latest scandal, it remains to be seen whether these measures will be sufficient to restore trust among both consumers and investors.

As stakeholders await further developments, Cranswick finds itself at a critical juncture—where financial performance must align with ethical accountability in an increasingly conscientious marketplace.

### Reference Map

1. Paragraph 1: [[1]](https://www.dailymail.co.uk/news/article-14723245/Pork-producer-faces-investor-showdown-Mail-Sunday-exposed-workers-killing-piglets-smashing-against-floors-walls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
2. Paragraph 2: [[1]](https://www.dailymail.co.uk/news/article-14723245/Pork-producer-faces-investor-showdown-Mail-Sunday-exposed-workers-killing-piglets-smashing-against-floors-walls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
3. Paragraph 3: [[1]](https://www.dailymail.co.uk/news/article-14723245/Pork-producer-faces-investor-showdown-Mail-Sunday-exposed-workers-killing-piglets-smashing-against-floors-walls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.animaljusticeproject.com/post/video-scenes-of-pigs-in-filth-and-left-hours-to-die-on-farm-campaigners-say-reveal-a-rotten-industry)
4. Paragraph 4: [[2]](https://theecologist.org/2023/mar/18/farm-epitome-squalor), [[4]](https://www.animaljusticeproject.com/post/video-scenes-of-pigs-in-filth-and-left-hours-to-die-on-farm-campaigners-say-reveal-a-rotten-industry)
5. Paragraph 5: [[1]](https://www.dailymail.co.uk/news/article-14723245/Pork-producer-faces-investor-showdown-Mail-Sunday-exposed-workers-killing-piglets-smashing-against-floors-walls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://en.wikipedia.org/wiki/Cranswick_plc)
6. Paragraph 6: [[3]](https://www.itv.com/news/anglia/2024-04-03/animal-rights-protesters-invade-pig-processing-factory)
7. Paragraph 7: [[5]](https://www.foodmanufacture.co.uk/Article/2025/03/24/sainsburys-and-cranswick-to-invest-61m-into-pig-standards/), [[6]](https://en.wikipedia.org/wiki/Cranswick_plc)
8. Paragraph 8: [[6]](https://en.wikipedia.org/wiki/Cranswick_plc), [[7]](https://plantbasednews.org/news/activism/uk-pig-mega-farm-investigation-animal-justice-project/)

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## Bibliography

1. <https://www.dailymail.co.uk/news/article-14723245/Pork-producer-faces-investor-showdown-Mail-Sunday-exposed-workers-killing-piglets-smashing-against-floors-walls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://theecologist.org/2023/mar/18/farm-epitome-squalor> - An undercover investigation by the Animal Justice Project at Bickmarsh Hall farm in Warwickshire, UK, revealed severe animal welfare violations. Pigs were found in filthy, overcrowded pens, with instances of untreated injuries and cannibalism. The footage prompted calls for legal action and highlighted systemic issues within the pig farming industry. The farm supplies Cranswick Country Foods, a major pork producer supplying supermarkets like Tesco and Morrisons. The investigation underscores the need for stricter enforcement of animal welfare regulations in the UK.
3. <https://www.itv.com/news/anglia/2024-04-03/animal-rights-protesters-invade-pig-processing-factory> - In April 2024, seven animal rights activists were arrested after infiltrating a Cranswick Country Foods pig processing plant in Watton, Norfolk. The activists aimed to expose alleged inhumane practices, including pigs being hit before entering carbon dioxide gas chambers. The RSPCA launched an investigation into the facility, emphasizing the need for more humane slaughter methods. The incident drew attention to ongoing concerns about animal welfare in the UK's pork industry and the practices of major suppliers like Cranswick.
4. <https://www.animaljusticeproject.com/post/video-scenes-of-pigs-in-filth-and-left-hours-to-die-on-farm-campaigners-say-reveal-a-rotten-industry> - The Animal Justice Project released footage from Bickmarsh Hall farm, a Cranswick supplier, showing pigs in squalid conditions. The video depicted pigs left to die, untreated injuries, and instances of cannibalism. The investigation highlighted breaches of animal welfare regulations and called for legal action. The farm's practices have been linked to major UK supermarkets, raising questions about the oversight of animal welfare standards in the pork supply chain.
5. <https://www.foodmanufacture.co.uk/Article/2025/03/24/sainsburys-and-cranswick-to-invest-61m-into-pig-standards/> - Sainsbury's and Cranswick announced a £61 million partnership to enhance pig welfare standards. The ten-year agreement includes investments in flexible farrowing accommodation and AI technology for continuous animal monitoring. Sainsbury's will supply all its British pork products through Cranswick, aiming to surpass industry standards. The initiative seeks to improve animal welfare while maintaining value for customers and provide long-term stability for British farmers.
6. <https://en.wikipedia.org/wiki/Cranswick_plc> - Cranswick plc is a UK-based food producer specializing in fresh pork, supplying major supermarkets. The company has faced multiple animal welfare controversies, including undercover footage showing pigs in squalid conditions and instances of abuse. In response, Cranswick has invested in improving animal welfare standards and partnered with retailers like Sainsbury's to enhance practices. Despite these efforts, concerns persist about the effectiveness of such measures in addressing systemic issues within the industry.
7. <https://plantbasednews.org/news/activism/uk-pig-mega-farm-investigation-animal-justice-project/> - An investigation by the Animal Justice Project at Bickmarsh Hall farm, a Cranswick supplier, uncovered severe animal welfare violations. Pigs were found in filthy, overcrowded pens, with instances of untreated injuries and cannibalism. The footage prompted calls for legal action and highlighted systemic issues within the pig farming industry. The farm supplies Cranswick Country Foods, a major pork producer supplying supermarkets like Tesco and Morrisons. The investigation underscores the need for stricter enforcement of animal welfare regulations in the UK.