



East Riding Farm Services, which has now sold more than 50,000 of its award-winning Porcichew toys, has come up with an updated version featuring new flavours, a much more malleable material and new ways of fitting them.

While the original ones met most of the requirements of current pig welfare rules, they were a touch too durable, lasting for up to a year. The new ones, which can be squeezed by hand, are made in the UK from a new material, and pigs certainly appear to prefer them.

The flavours available are: liquorice, which is proving extremely popular with the pigs; vanilla; aniseed; chocolate; truffle; and apple (toffee and malt flavours are currently in development). Each flavour comes in a different colour.

While most of the old Porcichews were hung in singles, now, by simply putting a short piece of plastic piping that can be blue, black or grey on the chain, a second one can easily be added. There's also a new stainless steel hanging bracket for either a ceiling or a wall.

The new Porcichew, which will be sold throughout Europe and the US, has been certified for antibacterial properties and kills 99.9% of *E coli*.

For more information call 01377 249249.

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