



Happy Pigs Taste Better

A Complete Guide to Organic and Humane Pasture-Based Pork Production

Alice Percy

Agriculture / Organic Farming / Animal Husbandry

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Learn to run a successful business raising organic, pasture-fed, gourmet meat

Pigs are much closer to their cousin, the wild boar, than other domesticated animals. Ethically managing pigs requires an understanding of their natural mannerisms, including factors such as social groups, mating, territory, housing, and, of course, their love of wallowing in the mud. In *Happy Pigs Taste Better*, Percy offers a comprehensive look at raising organic, pasture-fed, gourmet meat. She advises readers on pasturing and feeding hogs organically, as well as managing the breeding herd and administering effective natural healthcare. In addition, she provides an overview of marketing and distribution for those looking to make hogs into a lucrative business.

This book is the first of its kind to offer an in-depth approach to organic, high-welfare commercial production, including information on:

- Evaluating the nutritional content of common organic feedstuffs
- Designing a hog business from the ground up
- Housing pigs, including benefits and drawbacks of a number of housing systems
- Butchering humanely and economically
- Record-keeping, with templates for financial tracking

Whether you're looking to convert a conventional operation to organic, grow your backyard hog operation into a viable business, or start from scratch, this comprehensive book has got you covered.

To request a review copy or author interview, please contact: Christina Butt: (802) 295-6300 ext. 127, cbutt@chelseagreen.com.



Alice Percy, has operated a commercial hog operation for ten years on their farm in Winthrop, Maine, becoming the largest certified hog operation in the state. Percy has become a valuable resource for aspiring hog producers, has mentored hog farm startups through the Maine Organic Farmers and Gardeners Association (MOFGA), and helped to develop the association's Raising Organic Pigs fact sheet. She has presented workshops on organic hogs at both MOFGA events and the annual NOFA Summer Conference. She currently works as the manager of the Organic Growers Supply division at Fedco Seeds and serves as board chair at MOFGA.

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