



The Man from the “Pru” farms pigs with his wife Pat.

Peter and Pat Holland are first generation pig farmers. Peter was one of the original “men from the Pru” (and for younger readers and insurance salesman).

In 1988, after working for the Pru for 20 years and building a successful career in the industry, Peter and Pat could see the writing on the wall for the work of door-to-door sales and looking after individual accounts. At that time the Pru employed over 7000 agents across the UK.

So, Peter and Pat decided to follow their other love, the countryside, and horses. At the time the family were living on Exmoor but needed a farm.

Pats parents were in East Anglia and knew of a farm in their local area that had just come up for sale with enough land for horses and outbuildings that could be used as a livery yard. Pat also had a dream of starting a riding school. So later in 1988 they sold up and moved to East Anglia.

Mr Howard Revell had heard of the purchase of the farm; he left his calling card on the

farm gate suggesting that they had a meeting to maybe keep pigs in a couple of shed.

Peter, reading this note and appreciative of the speculative move by Howard (from his days in insurance), invited Howard to view the buildings.

The following year Peter and Pat, after making a building suitable for pigs, received 300 growing pigs.

These pigs were then taken to the mighty weight of 90kg live weight at



slaughter.

Over the next 10 years both the riding school and the pig farm flourished. The riding school doing two main residential courses through the summer, one for students under 16 years the second one for over 16's. The students brought their own horses in the main and Pat took them out for riding around the surrounding area.



In 1992 they increased their numbers to 750 pigs and by 1998 the unit was now holding 1500 pigs.

The farm, at the time of the residential courses, was always a hive of activity. The student programme alone would have been enough to drive anyone to the brink, however, somehow both Peter and Pat sailed through the chaos and the pigs always looked well and if extra time was needed in the sheds the pigs came first.

In 1998, due to the success of the riding school, the decision was taken to take two buildings out of pig production and turn them into liveries and the unit went down to 1000 pigs. By now the farm was taking pigs in at weaning and the slaughter weight had increased to 110kg liveweight.

In 2014 both Peter and Pat felt it was time to ease up the workload and enjoy life. The riding school was closed, and the two sheds brought back into pig production. At the same time a new water system was fitted into the buildings for the pigs. Since then, Peter and Pat have run the unit at 1500 pigs.

I asked Peter and Pat why pigs? Peter replied.

“We enjoyed the pigs, and they fitted in well with the horses as they are very flexible. Importantly, it allowed us both to work together along with the support from BQP. To us it is a way of life and we have no intention of stopping until we are physically unable to continue”.

Their performance is always excellent showing the hard work and dedication they give the pigs each and every day.

Avg of the last year: FCR 2.36:1 Mortality 4.8% DLWG 855gms

BQP would like to thank Peter and Pat for their dedication to the welfare of the pigs over the last 35 years, dealing with you both has been a pleasure for all our teams. Thank you.