

*a history of the
American Berkshire
Breed*



**SOME
THINGS NEVER
CHANGE**

SOME THINGS NEVER SHOULD



You stake your success on quality and consistency, on your ability to surpass the expectations of the most discriminating customers. That's what makes the reliable excellence of 100% Pure Berkshire Pork such an important resource for your establishment.

A long history of dedication

This dark meat heirloom pork, prized internationally by notable chefs for its rich traditional flavor and texture, owes its superiority to the constant stewardship of the American Berkshire Association.

Created in 1875, the American Berkshire Association is dedicated to assuring that every pig bearing its certification is a true Berkshire, with genetic heritage that can be traced directly to original purebred English ancestors.

Pedigree is key

The consistent qualities that make 100% Pure Berkshire Pork so extraordinary – the incomparable flavor, color and juicy tenderness – are the result of almost four centuries of careful Berkshire breeding. The only trustworthy way to safeguard

those attributes is by strict adherence to a pedigree registry system that certifies genetic purity. To be confident you are buying registered 100% Pure Berkshire Pork, look for the American Berkshire Association seal of authenticity.

The sign of absolute quality

In addition to ensuring line purity, the American Berkshire Association seal is also your assurance of traceability. Products carrying the American Berkshire Association seal are never anonymous pork. The American Berkshire Association system links every product to the farms of origin. These family farms and processors are inspected and certified. That's good for family farms, good for the product and good for you.



You can help us hold the line on quality, while guaranteeing that the pork products you buy will deliver consistently superior properties and flavor. Insist on products that carry the American Berkshire Association seal and your customers will come back for more. There's no substitute for the best. That's American Berkshire Association certified Pork, and that's something that will never change.



American Berkshire Association
P.O. Box 2436
West Lafayette, Indiana 47996



To learn more about where you can get American Berkshire Association certified 100% Pure Berkshire Pork for your menu, visit our website at www.americanberkshire.com and click on the American Berkshire Association seal or call us at 765-497-3618.

**Berkshire Meat
Products LLC**

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Photo courtesy of the National Pork Board