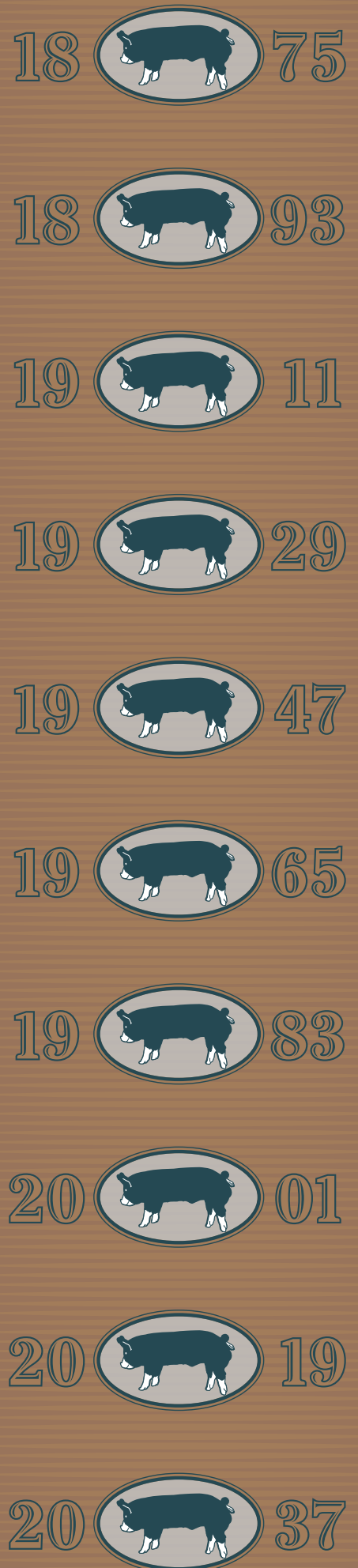


SOME THINGS
NEVER CHANGE

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.





THE BEST PORK EATING EXPERIENCE

American Berkshire Association (ABA) Certified 100% Pure Berkshire Pork excels in characteristics that contribute to eating quality. Flavor, juiciness, tenderness and color are assured by genetic purity that results from over 125 years of ABA pedigree integrity. Berkshire pork producers must comply with a third party audited certification program before using the American Berkshire Association (ABA) Certified 100% Pure Berkshire Pork seal.

Heritage	Berkshire pigs provide true 'heritage' pork. They were recognized and prized for their eating qualities over 300 years ago in England. They have the oldest recorded purebred swine pedigree history in the U.S., starting in 1875.
Genetic Purity	The ABA pedigree registry system certifies genetic purity. The ABA Certified 100% Pure Berkshire Pork program requires pedigree history on all breeding and market animals as well as DNA testing for meat quality genes.
Traceability and Inspection	ABA Certified 100% Pure Berkshire Pork program links pork products to the farms of origin. Producer farms, packers and processors are inspected and certified by ABA representatives.
Eating Quality	<p>The National Barrow Show® Sire Progeny Tests have been sponsored annually by Hormel Foods, National Association of Swine Records and Iowa State University since 1991. Meat quality and eating quality trait results confirm the premium position of the 100% Pure Berkshire pork. Berkshire pork ranks at or near the top for:</p> <ul style="list-style-type: none"> • High Ultimate pH Score- relates to low cooking loss, better water-holding capacity, high degree of tenderness • Loin Firmness / Drip Loss- results in improved processing quality, tenderness • Meat Color- consumers consistently prefer darker pork • Cooked Loin Quality- high scores for intramuscular fat percent, tenderness and juiciness all predict better consumer satisfaction
Continued Superiority	The National Barrow Show® Progeny Test is open to all purebred and crossbreds. Nearly 300 Berkshire sire groups have been evaluated, more than any other breed. In 2009, 20 of the 40 sire groups were purebred Berkshires. Berkshire breeders are committed to documentation and improvement of their pork products. ABA Certified 100% Pure Berkshire Pork continues to excel all other breeds in meat quality attributes.
International Recognition	Japanese consumers have a special name for the Berkshire breed. They call it kurobuta, or "black pig". Because pork from the purebred Berkshire is so tender, juicy and flavorful, the Japanese have long recognized the value of Berkshire pork. Much of the ABA Certified 100% Pure Berkshire Pork produced in the United States is being exported to Japan.
Stockmanship and Animal Welfare	Purebred Berkshires are raised by farmers who are proud of their animals and dedicated to producing a product desired by consumers. Purebred Berkshire pigs are more sensitive to their environment than crossbred pigs. Berkshire pig producers must be excellent caretakers.

To learn more about ABA Certified 100% Pure Berkshire Pork visit www.americanberkshire.com or call 765.497.3618.