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## **Authentic Berkshire Pork? Look for the “real deal seal” of quality.**

WEST LAFAYETTE, INDIANA (April 11, 2006) – Even before you taste it, you know it’s something special. With a celebrated history that spans over 350 years, 100% pure Berkshire is pork with a pedigree. Originating with swine bred in the English shire of Berks, Berkshire pork has been recognized since the days of Cromwell as a distinct and superior breed. Now, you can recognize authentic Berkshire by looking for the seal of the American Berkshire Association.

The American Berkshire Association seal means 100% Pure Berkshire Pork, your guarantee of quality.

“When the American Berkshire Association was founded in 1875, its mission was to preserve the purity of the genetic line and the breed’s exceptional attributes,” explains Greg Innerst, President of the American Berkshire Association. “To that end, we established a registry system based on the bloodlines of purebred stock from England. The American Berkshire Association certified pork you buy today can be linked directly to those English ancestors.

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“Pedigree is absolute and bloodline, once broken, can’t be restored. Safeguarding the heritage of 100% Pure Berkshire Pork requires dedication and a sense of mission. As the reputation and popularity of Berkshire pork grows, so does the suppliers’ temptation to meet demand by relaxing genetic standards for their pigs. The number of purebred US Berkshires is very limited and expansion of herds takes years, yet suddenly nearly all pork suppliers are offering a Berkshire product.

“Today, 100% Pure Berkshire Pork retains its original rich flavor and texture only because of the uncompromising commitment of the American Berkshire Association.

All producers and processors using the American Berkshire Association seal are inspected and certified. The seal certifies that the Berkshire pork you are buying is genuine, fully registered and with unbroken pure genetic heritage, traceable to its family farm of origin. The American Berkshire Association seal on Berkshire pork products is our promise of absolute quality. We call it the ‘real deal seal’.”

The American Berkshire Association has made it easy to check a Berkshire pork suppliers’ status and identify American Berkshire Association certified suppliers by simply visiting [www.americanberkshire.com](http://www.americanberkshire.com) and clicking on the American Berkshire Association seal.

For more information about the American Berkshire Association seal, American Berkshire Association, its programs and producers, visit [www.americanberkshire.com](http://www.americanberkshire.com) or call 765-497-3618.