



**PREMIUM PORK**

# OUR MISSION

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TASTE

TRUST

TRACEABILITY

To provide our customers with the superior taste of meat that has been traditionally raised, fed a healthy diet and treated well.

**LIBERTERRE PROVIDES A TASTE YOU CAN TRUST™**

# LIBERTERRE PORK

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- ✓ Raised Without Antibiotics
- ✓ Ractopamine Free
- ✓ No Added Hormones
- ✓ Generous Marbling
- ✓ Grain Fed
- ✓ No Animal By-Products
- ✓ Raised in Manitoba/Saskatchewan
- ✓ Breed: Duroc (♂) + Large White / Landrace (♀)



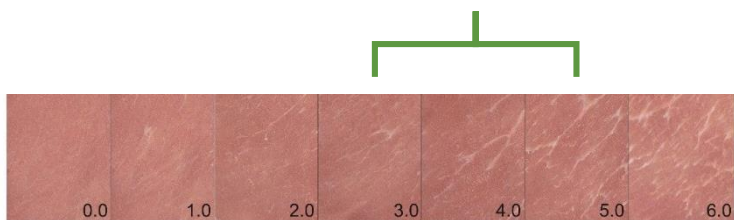
# TASTE

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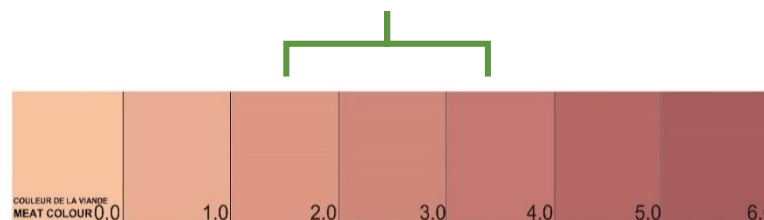
Throughout their entire lives, our hogs are fed a complete **vegetarian diet** free from **animal by-products**. Their diet includes a number of locally grown **grains** such as, barley, wheat, corn, rye and canola and is completely free from **antibiotics** (including ractopamine) and added **hormones**.

These unique feed and genetic standards result in a **premium pork** product that offers superior taste, colour and texture. This winning combination also allows for **generous marbling**, which is a measure typically reserved for a premium steak. These fat ribbons help to keep the meat tender and moist when cooked and to infuse the meat with delicious flavour.

LIBERTERRE MARBLING STANDARD



LIBERTERRE COLOUR GRADING SCALE



# TRUST

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## TRUST IN THE PRODUCT AND TRUST IN THE BRAND

To ensure both **food safety** and **animal care**, we have adopted the best raising, processing and transporting practices.

Our **vertically integrated system** allows us to ensure that all of our LiberTerre hogs are raised in adherence to the **National Farm Animal Care Council (NFACC)** and have met the strands of the **Canadian Quality Assurance (CQA)**.

Additionally, all of our pork products are processed at facilities regulated by the **Canadian Food Inspection Agency (CFIA)**.

# TRACABILITY

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WE BELIEVE EVERYONE SHOULD KNOW WHERE THEIR FOOD COMES FROM



That's why we are proud to offer Canadian pork that is completely **traceable** from farm to store. This **vertically integrated system** allows us to track our hogs throughout the entire production process and to provide our consumers with a consistent, high-quality product every time. We are committed to producing the best pork possible at every step of the supply chain.



WE LOOK FORWARD TO WORKING TOGETHER

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+ 1 800 278 0018 / [INFO@LIBERTERRE.CA](mailto:INFO@LIBERTERRE.CA) / [LIBERTERRE.CA](http://LIBERTERRE.CA)

