

## beeler's heluka® pork

### **Beeler's Unveils New Heluka® Pork**

“A new pork for a new consumer.”

LE MARS, Iowa

Today's consumer is more concerned about how farmers treat their animals than ever before. They are asking for more humanely raised animals. “Our Heluka® pork meets those concerns as well as being antibiotic and growth promotant free,” says Tim Beeler.

The Beelers, fifth generation hog farmers from Iowa, recognized this trend and developed their Heluka® system of pig rearing. Heluka®, Beeler said, “Is a Native American word meaning “full of sun.” Heluka® seemed an appropriate name as our pigs are free to go outside to enjoy fresh air, sunshine, and yes even the snow.”

There are no individual gestation crates on Heluka® farms. Instead sows mingle together in large, deep bedded pens allowing them to express their natural instincts for rooting and nesting. “And of course we allow our sows to go outside whenever they want.”

Their Heluka® system does not use farrowing crates. When birthing time comes mamma is moved into her own private maternity ward. She is allowed to get up, turn around, and lie down in full recumbency allowing for her total comfort while giving birth to her young.

Heluka® grow out stables are very unique. “Pigs are allowed to roam about in large deep bedded pens, where they can express their natural instincts for rooting, nesting and playful exercise. Just like children on a playground,” Julie Beeler states.

While Beeler's Heluka® system is all about enhancing the life of the pig, they have not forgotten the product also needs to satisfy the palate! They use a very specific Duroc line, selected to bring flavor back into the meat. “We want you to enjoy one of the best tasting pork chops ever,” added Beeler's daughter Abigail. “We focus on things like PH and marbling to enhance the flavor of Heluka® pork,” Beeler added.

Of course they use their Heluka® pork when making their “Quite possibly the best tasting bacon, ham, and sausage on the planet,” as proclaimed on their labels. And good it must be, as they have won awards for their “All Natural Preservative Free” Boneless Ham, Natural Casing Weiner, and just recently their Apple Cinnamon Bacon was named the best sweet bacon by “Everyday with Rachel Ray.”

In summary Beeler states, “By purchasing our pork products you show you not only care about the animals but also support family farming.”

### **About Beeler's Pork**

The Beeler pork tradition started in 1846 when our great-great Grandpa Fred immigrated from Germany to the gently rolling hills of Madison County, Iowa. Now, six generations later, our family is still carrying-on the tradition of raising and marketing a pork product consumers love. Read more at [www.beelersporepork.com](http://www.beelersporepork.com)

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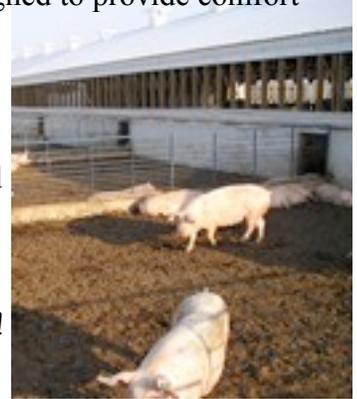
Heluka® is derived from the Native American language meaning "**full of sun.**" Our pork is given that name because every pig on our Heluka® farms is FREE to go outside at will to enjoy the fresh air and **sunshine!** Thus,

Heluka® pigs enjoy a new FREEwheeling life style!

FREEwheeling because...Heluka® farms are spacious, comfortable communities.



Heluka® houses were specifically designed to provide comfort and pleasure for our pigs. All of our pigs, whether mamas or babies, enjoy access to bedded areas. They have FREE access to food and water courts, are FREE to lounge in the deep-bedded areas or bask in the sunshine at their leisure.



Bottom line: pigs are FREE to choose their own environment!

FREEwheeling because...Heluka® houses promote socialization.

All Heluka® homes have spacious deep-bedded areas, outside play areas, and designated food and water courts. When our baby pigs are weaned they are taken from their maternity rooms to another Heluka® house where they are FREE to romp, root, and run with one another. FREE access to a food and water court eliminates competition.

Bottom line: our pigs enjoy STRESS-FREE SOCIALIZATION.

FREEwheeling because...Heluka® houses are naturally ventilated.

Heluka® houses are designed to "breathe" FREELY and naturally with open sides. Translucent curtains provide protection from harsh weather while still allowing fresh air and sunlight in at all times.



Bottom line: our pigs enjoy a BRIGHT, FRESH atmosphere!



Bottom Line: as good as our Heluka® pork is, our Heluka® **method is greater**

What our label says:



No artificial ingredients.

Only minimally processed.

No added preservatives.  
This means no Nitrates or Nitrites have been added.

Animals raised without antibiotics or growth promotants ever administered by any form, and are vegetarian fed.

Every Beeler meat product is also Gluten free.\*  
\*With the exception of our new gourmet frozen entrees.

According to USDA standards, "natural foods" are minimally processed and free of artificial ingredients, preservatives, and other nonnaturally occurring chemicals.

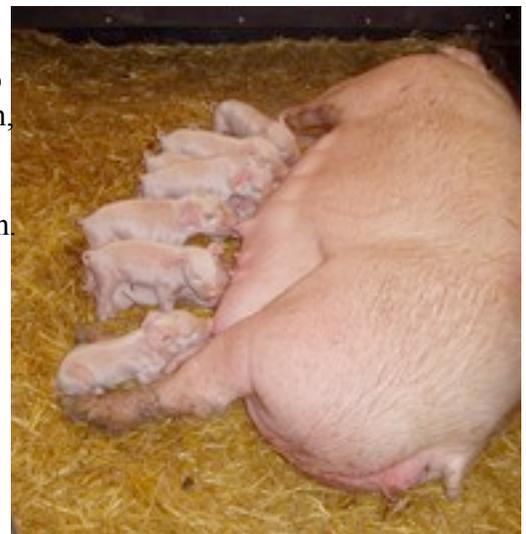


Our Heluka® method of raising pork goes above and **beyond natural** standards.

What our label doesn't say:



The quality of our pork stems from our genuine concern for the **welfare** of our pigs. For this reason, Heluka® pigs are allowed to grow at their own, natural rate. Growth promotants, antibiotics, nor any other chemicals are ever used to enhance their growth. We work to ensure their **happiness** by raising them in an environment that provides outdoor access, sunshine, and bedding.



The culmination of this **Heluka®** method results in a farming system greater than even the greatest product.