

Brochure copy:

Look for the NOBL Seal of Quality Scientifically Assuring Pork Quality and Safety Worldwide

Gone are the days of segmentation in pork production when producers, processors and distributors worked independently. Now consumers who buy pork with the NOBL Seal of Quality are assured that all links in the food production chain — producer, processor, distributor and retailer — are connected by the NOBL Seal of Quality. Only when every link meets the NOBL standards does the consumer find the seal on pork at the retail level. Each link in the pork food chain must earn the right to use the NOBL Seal of Quality by meeting high quality standards.

NOBL, the established worldwide leader in the swine animal health industry, applies practical science and the art of continuous quality improvement to better the quality of America's food. The purpose for developing the NOBL System was to improve the safety, quality and dollar value of all pork produced in the U.S. Recognizing that the needs, habits and buying patterns of American food consumers have changed, NOBL Inc. designed the NOBL System to assure consumers that when they purchase pork with the NOBL Seal, they are buying the highest quality pork products available.

What The NOBL Seal Means

- The product is traceable to the farm of origin.
- The producer uses feed sources that are scientifically monitored on a routine basis.
- The producer scientifically monitors each animal.
- A continuous improvement system, utilizing statistical process control, is in place.
- Each farm is scientifically monitored and validated to be trichinae negative.
- Monitoring and control systems are in place on the farm to be sure that drug residues do not occur.
- Transportation of animals occurs in cleaned and disinfected trucks and animals are segregated and slaughtered separately from non-program animals.
- NOBL, operating as an independent third party, audits and monitors procedures and processes and holds the processor to a higher standard than those found in government regulations.
- Distribution has been monitored for time and temperature.
- Documentation is held for a minimum of two years from the date of shipment.
- Control systems at the retail level assure that consumers buy top quality pork products.

Consumers Lead the Way

As recently as 1990, the bulk of pork produced in the United States was from fat pigs. An industry standard for many years, pork was associated with delicious taste and high fat content. Concerned with their fat intake, consumers demanded a leaner form of pork, and a sub-population of the pork industry was created to respond to consumer demand. In six short years, lean pork became the quality standard and fatty pork is now considered sub-standard. Food consumers are doing it again with their insistence on high quality foods that are free of pathogens, such as salmonella, trichina and toxoplasma, and drug residues, specifically sulfonamides and tetracycline. Working at all levels of the food production chain, NOBL Systems provides information management systems and databases to help producers, feed suppliers, genetics suppliers, processors, distributors, and retailers establish quality from start to finish rather than at the end of the production chain when it is too late to make any improvements.

All Links Have Responsibility for Quality

As each link in the chain makes improvements, it drives improvements farther down the chain. For example, when meat-processing plants make improvements in order to earn the NOBL Seal of Quality, they demand that suppliers of live animals make improvements, as well. The data produced by the NOBL System helps producers identify critical factors that contribute or detract from pork safety. Based on the findings, adjustments to production systems or management practices are made to further improve the quality of pork. NOBL provides the center of excellence in the field of food quality improvement. When producers and processors use the NOBL System, the consumer is assured that the quality of pork they buy is the highest that science allows.

Science, Technology and Education

The list of NOBL alliance and technology partners reads like the Who's Who in American pork production: Iowa State University, National Pork Producers Council, American Association of Swine Practitioners, Silliker Labs, United States Department of Agriculture (USDA), and Food Safety Inspection Service (FSIS). Consumers can be assured that all products with the NOBL seal exceed USDA standards. Indeed, NOBL's criteria for quality are stricter than any regulations that the U.S. government is considering imposing for many years.

NOBL Certified

Assuring Food Safety from Field to Table