



PRESS RELEASE
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Butterball® Farms, Inc. Earns British Retail Consortium (BRC) Certification

(Grand Rapids, Michigan, January 28, 2014)—Butterball® Farms, Inc., the United States’ leading manufacturer of premium, tabletop butters, has achieved the British Retail Consortium (BRC) Certification with an “A” grade. The BRC is the leading trade association for retailing in the United Kingdom, and its food safety standard is recognized as the global standard by the Global Food Safety Initiative (GFSI). The BRC’s ability to react to changing food safety concerns, meet customer requirements, and provide a simple, easy-to-follow process for manufacturers, has resulted in the Standard becoming one of the most popular from the GFSI.

The Standard provides benefits not only for the retail industry, but also for food manufacturers, importers, caterers, ingredient suppliers and the food service industry. It is currently used by suppliers in Europe, Africa, the Middle East, Asia, the Far East, North and South America and Australasia. Offering this global standard fits perfectly with CERT ID’s worldwide certification activities and is an international mark of excellence for the certificate holder.

“We are very pleased that we have the processes and quality initiatives in place to achieve and maintain BRC Certification over the last two year,” said David Riemersma, President of Butterball® Farms, Inc. “This is an outstanding benchmark to meet.”

Butterball® Farms, Inc. manufactures and supplies the world’s premier food companies with innovative butter products, including Butter Balls, trademarked Butter Roses, butter sauce and flavored butters for Foodservice.