# HERITAGE BLACK TURKEY



# WELCOME BACK TO TRADITIONAL HOLIDAY FLAVOR

Our Heritage Black Turkey is an old breed, one of the first to be developed from Native American stocks. In fact, it is believed to be the same breed the Pilgrims feasted on during their first Thanksgiving. We raise these special birds free-range, on a small family farm in North Carolina, and process them by hand in our own plant, where they are also air chilled to preserve flavor, tenderness, and perfect texture.



## HERITAGE GENETICS

- Slow-growing heritage breed





# RAISED WITH CARE ON FAMILY FARMS

- Raised free-range, using humane growing and processing practices
- **⊘** Traceable to small family farms in North Carolina



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# RAISING STANDARDS

We raise our heritage birds with old-world care and tradition on our small family farms, using "never EVER" standards of purity.









### THE BEST LINEAGE

Slow-growing heritage breeds tend to be heartier and more disease resistant.

### SMALL HOUSES ON SMALL FARMS

Smaller poultry houses are required than on industrial farms and organic farms, and houses per farm are limited to four.

### **SLOWER GROWING**

After 20 weeks, birds are approximately half the size of commercial birds at the same age.

### SMALLER FLOCK IN EVERY HOUSE

A maximum density requirement ensures that the birds are allowed more room in the houses than birds on industrial or organic farms.

### THE CLEANEST CONDITIONS

An extended sanitation period between flocks ensures houses are always a clean and healthy environment for the birds.

### **NEARBY FARMS**

To make sure the birds are handled humanely and not dehydrated, they must travel no more than 64 miles to the processing plant.

### AIR CHILLED

Birds are processed individually by hand and air chilled. They are never submerged in chlorinated water.

