

ANNUAL
MEAT 2017
CONFERENCE

FEBRUARY 19-21, 2017
HILTON ANATOLE
DALLAS, TEXAS



Communicating the Story to Consumers

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Consumers **today** are rightly asking more questions about **where their food comes from.**



How do **you** engage with your consumers to tell the **story of the food** they are purchasing?



Case Study: The Pork Industry

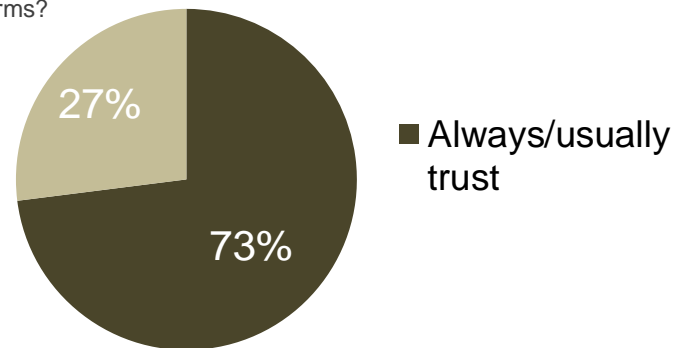


Case Study: The Pork Industry

- Consumers expect—and want—you, the **retailer**, to be talking about where your food comes from.
- And they’re looking to you to help lead the conversation.

<i>In your opinion, do restaurants and supermarkets have the ... to ensure the best possible animal care on pig farms?</i>	Consumers
Responsibility	36%
Opportunity	26%
Obligation	17%
Duty	5%
Authority	2%
I don't believe restaurants and supermarkets have a role to play	15%

Thinking about the grocery store/restaurant you visit most often, would you say you ... their judgment when it comes to making decisions about what's acceptable practice on pig farms?



Case Study: The Pork Industry

Pork's Approach:

- **Partner with Retailer:** Educate and provide on-farm information to you and your consumers
- **Consumer:** In-store education, mobile engagement, and online engagement
- **Direct Consumer:** Coming in 2017



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Customized Presentations

Pork Is Driving Sales

- 57% of chains have indicated that pork volume has increased over the past two years¹
 - 80% say the volume increase is incremental, not just taking share from other proteins
- Pork serves as "appealing upsell" to consumers as well²
 - 84% of customers are willing to pay extra to add pork to salads
 - 79% of customers are willing to pay extra to add bacon to sandwiches

Resource Guide

Programs That Can Inform and Support Your Business

Target Assessment
Interview with industry experts to identify components of pork production that could be vulnerable to misunderstanding and misinformation.

Consumer Research
Consumer discussions to understand what consumers need to know about how pigs are raised today and how that information can integrate these insights into their communications and sourcing plans.

Economic Analysis
Analytic modeling by the University of California Davis to provide consumers with facts they can use as they consider business ramifications of sourcing changes.

Sustainability Analysis
Analytic modeling by the University of Arkansas to understand the environmental impacts of how pigs are raised today.

Topic Backgrounders

National Pork Board Background: Antibiotics

TALKING POINTS

- Consumers are rightly asking questions about where you use on the farm, it's our responsibility to provide you
- Antibiotic resistance is a growing concern and we, in and Drug Administration (FDA)-approved products a

Messaging Research

The Audience

- All research conducted with Food-Engaged Opinion Elites
 - Top 20% of society in terms of education and income
 - Watch/read news 5+ times a week
 - Involved in or make all food



Economic Analysis

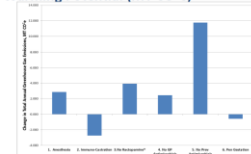
A Ban Will Increase Costs to Consumers



It is estimated that a ban on the use of antibiotics in pork production will result in an increase in costs between 6 and 19 percent.

Sustainability Analysis

Potential Change in Total Annual Global Warming Potential (MT CO₂e)



3rd Party Experts

Third-Party Experts

At the National Pork Board, it is our goal to bring everyone to the table and make animal care a collaboration among all in the supply chain, much like is done for food safety. We gather multiple perspectives and are happy to bring these perspectives to your table to ensure you have the right information to make informed choices for your companies and brands.

- Veterinarians
 - American Veterinary Medical Association
 - American Association of Swine Veterinarians
 - Animal care experts
 - University of Illinois at Urbana-Champaign
 - North Carolina State University
- Economists
 - University of California Davis
 - University of Arkansas
 - Pork Producers



Undercover Video Assistance



Case Study: The Pork Industry



- **Retail Education Farm Tours**
 - Food industry leaders from U.S. retailers invited to attend the pork education tours annually.
 - Attendees can become **PQA Plus® certified** on site.
 - Fosters a dialogue with farmers and retailer leaders about pork production.
 - Hands on experience on the farm.

Case Study: The Pork Industry

On-Pack Labels

- QR Codes positioned on meat packages through labels, corner labels, and meat labels.
 - Directed to microsite with videos of how pigs were raised
 - Sweepstakes offer (as well)
 - Retailers ranged in size from Top 10 to strong regional players



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In-Store Materials

- In-store promotional materials with QR Code
 - Ironman Signs
 - Recipe Booklets
 - Static Clings

PROVIDING SAFE, HEALTHY, NUTRITIOUS PORK.
Scan Here and See How;
Enter in for a chance to WIN A **\$500** GIFT CARD **HyVee**
EMPLOYEE OWNED
Visit www.porkbusiness.com/hyvee
for complete sweepstakes details.

Sign Frame

**From our Farm Families
to Your Family** **pork**
Be inspired

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This message funded by American Pork Producers and the Pork Checkoff.
Funded in part by Soybean Checkoff

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Overview Analytics – Pork Ribs

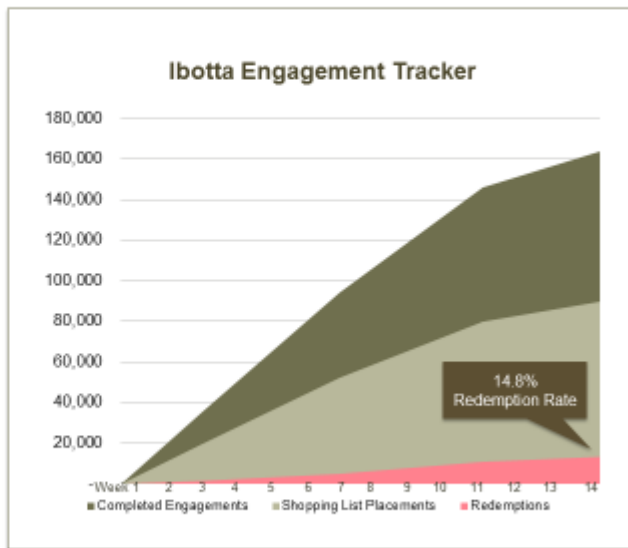
6,320,052
Brand Impressions

192,963
Completed Brand Engagements

89,585
Shopping List Placements

13,293
Verified Sales

\$50,000
Budget Used



ibotta Key Learnings & Recommendations

Key Learnings

- 6 million brand impressions and 190k completed engagements in three months
- St. Louis Rib was the most commonly purchased rebate with 18%
- Other meat products such as ground beef, turkey franks and turkey breast were commonly purchased with Pork Ribs

Recommendations

- Increase brand awareness by utilizing call to action home and category tiles
- Trade purchasers of beef and turkey into purchasing pork by offering higher value offers on pork products
- Inspire purchase by featuring seasonal recipes featuring pork as the star ingredient
- Optimize rebate strategy by introducing higher value offers to non-purchasers and lower value offers to previous purchasers

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- Fostering Consumer Engagement with Farmers
 - America's Pig Farmer of the Year Award
 - Pig Farmers of Tomorrow Award

DO YOU KNOW SOMEONE
who is an on-farm expert in:

- ✓ Pig handling
- ✓ Pork production

Encourage them to **apply for**



Case Study: The Pork Industry

Real Pig Farmers of America

- Features pig farmers sharing their personal stories, photos, videos, and experiences on the farm.
 - New, dynamic video content.
 - Producer takeovers, blog posts from pig farmers.



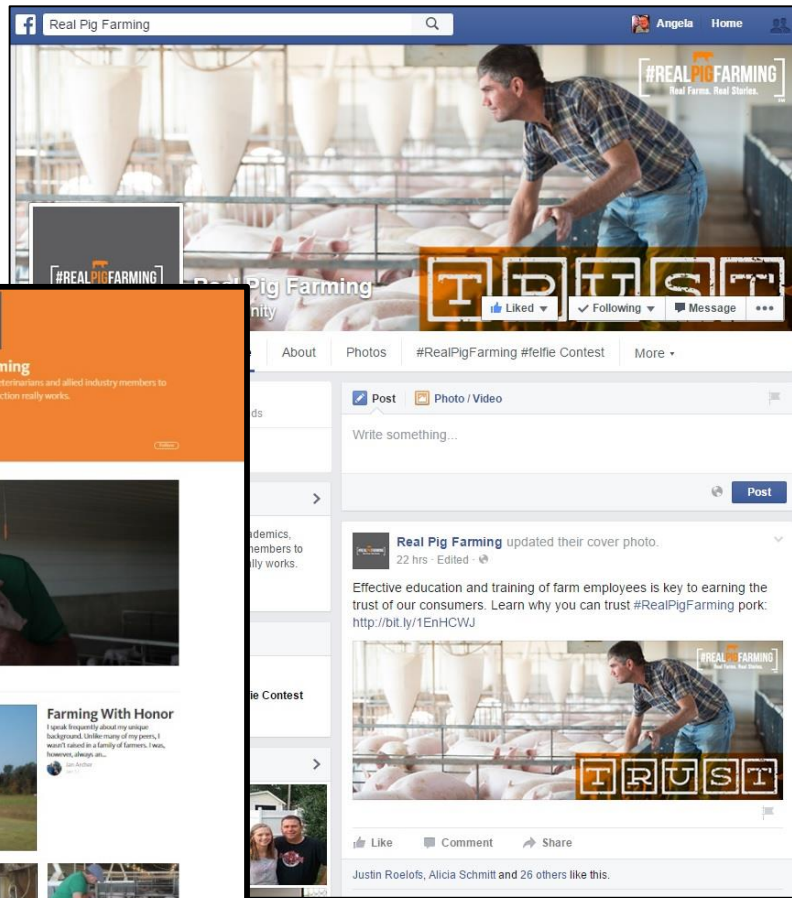
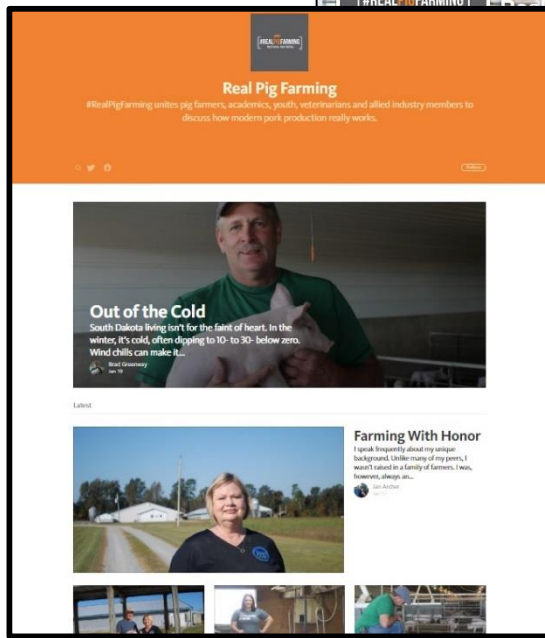
#RealPigFarming Impact



Case Study: The Pork Industry

Follow along at:

- <https://realpigfarming.com/>
- Facebook – Real Pig Farming
- Twitter @realpigfarming
- Instagram – RealPigFarming
- YouTube – RealPigFarming
- Google + RealPigFarming
- www.porkcares.org



Case Study: The Pork Industry

 **146** CLICKS TO
PORKCARES.ORG

27% WATCHED

THE ENTIRE VIDEO

14,891 ► VIEWS

 **63,023**
IMPRESSIONS

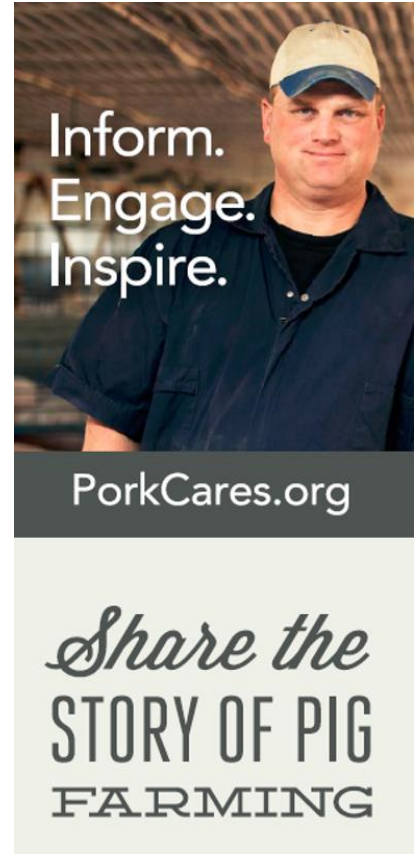
\$0.01 
AVERAGE COST
PER VIEW 



Case Study: The Pork Industry

PorkCares.org

- **One stop** website for all questions about how pigs are raised today
- Developed to **incorporate consumer message** testing on hot topics
- **Great resource** for retailers to use with their customers or for customers to use directly



Case Study: The Pork Industry

- 2017 = Direct Consumer Engagement
 - Thoughtfully **blending** pork production with product promotion
 - Moving beyond food chain advertisement to **direct to consumer**



**BEST
PORK
ever**

From ribs to ham, bacon to chops, the pork on America's table is better than ever. It's safer, more sustainable and more popular than ever. All thanks to the modern practices of America's pig farmers. Practices developed by decades of commitment to continued improvement—in animal care, technology and on-farm practices.

America's pig farmers raise the best pigs ever. We use the best technology available to improve the health of our pigs and the environmental impact of our farms. And we use the best practices ever. We have the most comprehensive quality assurance programs for animal agriculture in the world.

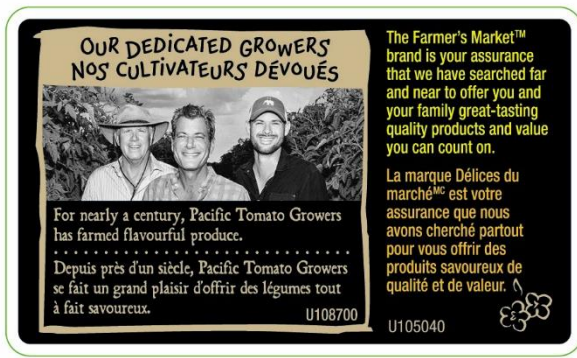
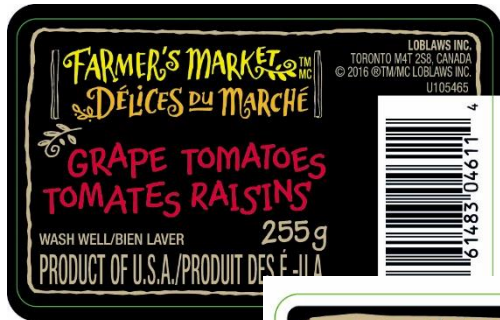
why? BECAUSE WE CARE.  LEARN MORE AT PORKCARES.ORG.

©2016 Pork Care Matters. This message funded in part by America's Pork Producers and the Pork Checkoff.

Current examples of storytelling to consumers



Current examples of storytelling to consumers



Current examples of storytelling to consumers

FAMILY FARM-TO-TABLE BEEF SINCE 1898

Bartel's Farms

100% GRASS-FED

GRASS FED NATURAL* BEEF

NO ADDED ANTIBIOTICS
GLUTEN-FREE
100% VEGETARIAN DIET

NO ADDED GROWTH HORMONES
* MINIMALLY PROCESSED
* NO ARTIFICIAL INGREDIENTS

KEEP REFRIGERATED

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE EST. 497A

APPLEGATE naturals
CHANGING THE MEAT WE EAT™

CLASSIC PORK BREAKFAST SAUSAGE

NO ANTIBIOTICS USED™
APPLEGATE HUMANELY RAISED™ • GLUTEN & CASEIN FREE

Ready to Heat • Fully Cooked

APPROX. 10 FULLY COOKED SAUSAGES PER CONTAINER. NET WT 7.07 (100g)

MICROWAVABLE • KEEP FROZEN
SERVING SUGGESTION

Certified GF Gluten-Free

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

APPLEGATE CLASSIC PORK BREAKFAST SAUSAGE

At Applegate, *natural*™ starts at the farm. We source our meats from farmers who raise their animals humanely™, with no antibiotics** or added hormones***. The result is meat that tastes better.

Stephen McDaniel, Founder & CEO

HEATING INSTRUCTIONS (contents vary, heating times approximate)

SKILLET: Place frozen sausages in a preheated skillet over medium heat, turning them often, about 8-10 minutes. Thawed sausages ready in 5-6 minutes.

MICROWAVE: Place sausages on a paper towel on a microwave-safe plate. Do not cover. Set microwave to MEDIUM heat (HIGH heat toughens sausages). Heat as follows:
2 sausages: 1 1/2 min • 4 sausages: 2 1/2 min • 6 sausages: 3 min • 10 sausages: 4 min

Serving Suggestions:
Onion: Add sliced sausage to an omelet with a slice of Applegate's Cheddar Cheese.
Sandwich: Fill a sausage with scrambled eggs, sautéed spinach and Applegate Emmentaler Swiss Cheese. Then top with sausage into desired lengthwise.

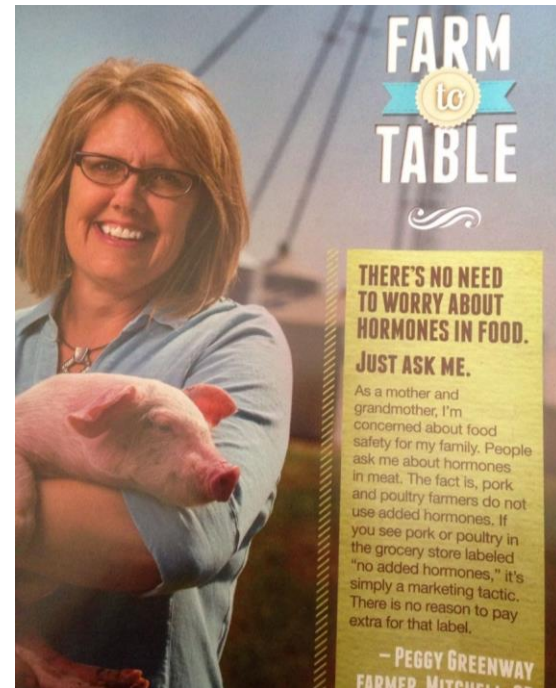
*Minimally processed, no artificial ingredients. **Pork never administered antibiotics or animal by-products. Vegetarian grain-fed diet. ***Pork raised on family farms in a stress-free environment that promotes natural behavior and socialization.

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

Real Food has a Story™ Visit us online & under the Barn Code™ LPTC to learn more about the people, places and practices behind our products.

0 25317 69300 4

Current examples of storytelling to consumers



Take Home Next Steps

- Transparent Consumer Friendly Webpage
- Push and Pull Electronic Messaging
- Label and Signage Possibilities
- Partner with Industry
- Educate Store Level Associates



Pork Resources

- www.porkcares.org
- www.porkretail.org
- Any social media platform: #realpigfarming

QUESTIONS?