

National Pork Council Reports Results Of Six-month Study

Can media advertising and promotion of non-brand food products effectively change consumer attitudes about the product?

The national Pork Council, reporting the results of a six-

month research project costing nearly \$100,000, says, "Yes".

Although a number of commodity promotion groups have engaged heavily in media advertising to support their products, little effort has been made to measure results in terms of consumer-image improvement.

Still only two years old, the fast growing Pork Council chose to conduct careful research in this area before developing long time allocation of its farmer-invested funds.

The research, conducted by a national market analysis firm, indicated that "substantial improvement was measured in several specific areas effecting the consumer image of pork"; that meats managers in major food chains and independent stores

noted measurably improved attitudes about pork amongst their shoppers; and that fresh pork sales increased in 53 per cent of the stores in "advertised" cities, as compared with only 31 per cent in "control" cities.

The research was conducted in six medium sized cities, starting in March 1969 and concluding in mid-September. Funds were divided between newspapers and radio with spending in the "advertising" cities at a rate of 13 cents per capita.

Based on pertinent buyer-attitudes unearthed in a 1968 research project by the Council, the advertising campaign sought to put impace in three areas, to capitalize on consumer liking for the taste and aroma of pork, to erase a number of anxieties about pork products which restrict their use, and to put the "pork is fat" image into proper perspective.

All advertising support centered on fresh pork, the "non-branded" 40 per cent of the carcass which traditionally receives little sales support and which is seldom profitable to either packer or farmer.

To measure impact of the campaign, 900 in-depth consumer interviews were conducted prior to the campaign, another 900 following the six-month period.

Additionally, 81 managers of meat departments were interviewed to obtain their reactions and results of the test campaign.

In its research summary to the Pork Council, Market Facts said, "The foremost conclusion is that consumer attitudes about pork can be changed. A number of negative beliefs about pork were dispelled among a significant number of consumers in those cities where advertising took place. This accomplishment should be viewed in light of the relatively short campaign and the light advertising weight."

Council plans had called for a study of fresh pork sales in the test cities, permitting some relating of pork movement to advertising impact. However, market researchers report that extreme variations in record-keeping by the several food chains and meat

Cold Weather

There's little doubt that we're having one of those old fashioned Winters with plenty of snow, ice, and cold weather. I recall a news article last Fall saying that the action and appearance of the caterpillars indicate a hard Winter; time will tell but they are so right. With the blowing snow and the very cold weather, now

suppliers make precise sales results difficult to obtain.

The Pork Council made no attempt in this project to determine whether advertising dollars "paid their way" in pork marketing profits.

Advertising, media and research costs for the projects were funded by the Pork Council. The National Livestock and Meat Board cooperated by supplying "in-store" merchandising materials and other promotional tools in both advertising and promotion-only cities.

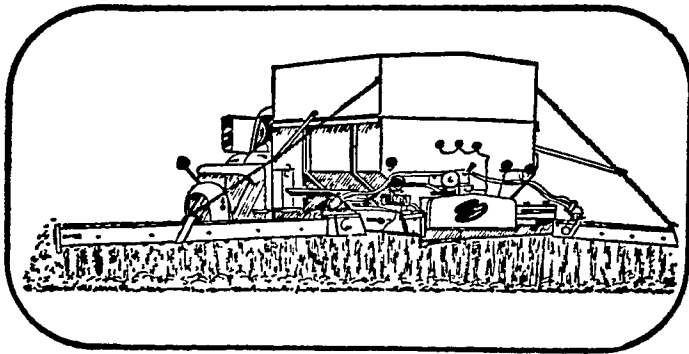
might be a good time to observe the farm homestead for some additional windbreaks. Drifted lanes and driveways might be prevented by the proper planting of several evergreen trees; in addition the buildings will be easier to heat and therefore, a lower fuel bill. Special plantings of trees as windbreaks are very common in some parts of our country, and more of them could be used to an advantage here in this part of Pennsylvania.

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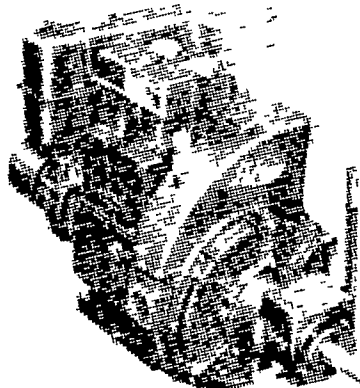
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