

Oct. Porkfest Promotion Underway

The National Pork Producers Council has kicked off the second annual October Porkfest pork month promotion. Details of the nationwide, multimedia campaign to reach more than 100 million consumers were detailed at the meeting of the NPPC Board of Directors October 1.

The 1973 Porkfest is based on the success-proven formula of the '72 promotion, according to J. Marvin Garner, NPPC executive vice-president. The annual promotion is scheduled in October to feature the goodness of pork to consumers at the beginning of the traditionally heavier slaughter period. The promotion is designed to create greater consumer awareness of "today's new pork" which, thanks to improvements in genetics and feeding, is now lower in calories, leaner and higher in nutritional value than the pork of yesteryear.

"But this year's nationwide Porkfest advertising will do more. It will seek to inform consumers of the economics involved in pork production," Garner points out. "During the first Porkfest we sought only to improve the image of pork by stressing its nutrition, wholesomeness, variety and good taste; but we think an economically informative approach is much more appropriate in view of current economics and consumer misunderstanding about just what is involved in pork production."

Porkfest newspaper ads to appear in 64 large daily newspapers in 39 of the nation's top markets will tell consumers, "Pork Isn't Produced Overnight," and "A Pork Chop's Trip to Your Table Takes 301 Days." "We're trying to tell consumers that pork producers can't in-

crease supplies overnight," Garner adds. Radio spots to run during the month on the nationwide ABC Entertainment and Information radio networks, a total of 741 stations, will carry a similar message. However, TV spots to appear on the nationwide TV will continue to carry the pork image-building message. TV spots will run on NBC's Dinah's Place and ABC's General Hospital and The Newlywed Game, a total of 493 stations. There will be additional radio and TV in the 39 cities receiving newspaper advertising.

The NPPC's nationwide newspaper, radio and TV advertising is backed up by in-store promotional materials.

In addition to the nationwide promotion of the NPPC, many state pork producer groups and related industry organizations have tied in for additional promotion.

In-store kits, Sta-Hi color pages, and recipes with photos for food editors will be produced by the National Live Stock and Meat Board again this year.

As a cooperative effort of Kraft foods and the NPPC, several recipe-photo releases featuring pork have been sent to more than 3,500 newspapers across the nation; Kraft is featuring pork in their in-store barbecue promotion during October; and Ann Norman, NPPC Director of Consumer Relations, was a guest on the Helen Hall Show, a syndicated daily radio show distributed to more than 500 stations. Barbecuing the "New Pork" was the topic of discussion

in this tape to be distributed during October.

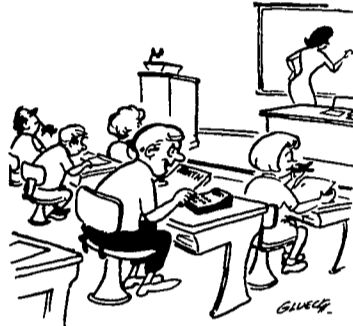
Many of the newspapers and radio and TV stations carrying Porkfest advertising are also creating additional tie-in promotions with retailers in their trade areas.

Packers across the nation are promoting Porkfest and building contests among their salesmen for special emphasis.

Richard Lyng, President of the American Meat Institute, has ordered all correspondence from his association to bear the Porkfest logo during October.

The Porkfest promotion is funded through the NPPC's "Nickels" program, in which pork producers voluntarily invest a nickel-per-head at the time of marketing. The NPPC is applying knowledge gained, groundwork laid and related industry supporters identified in the first Porkfest to make producer funds go even further this year.

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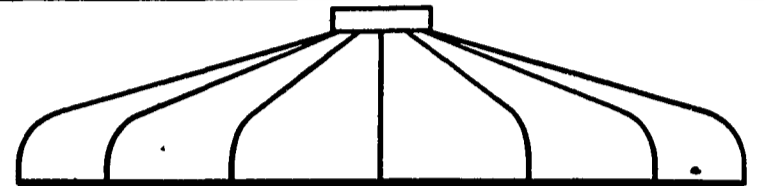
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