

# Pork Council plans "Porkfest"

DES MOINES, Iowa — John Saunders, President of the National Pork Producers Council recently unveiled the Council's plan for its continuing million dollar media campaign to gear up for a big push with Porkfest, the Council's annual fall promotion; also to be used effectively in October for Lancaster's Pork Month.

"We expect this year's PORKFEST to have added impact because of the extensive television, radio and newspaper advertising scheduled for this fall. This will be the first PORKFEST to have such a media back-up and we are excited about the outcome," Saunders said.

By October's Porkfest, pork producer sponsored advertising will have appeared for six months on television, radio and in newspapers in 27 key cities throughout the country. Paul Harvey will also be continuing his weekly broadcasts of good pork news through the fall months over 863 radio stations. All of these pork messages will reach areas of the country responsible for 40-50 percent of all food sales.

The Porkfest promotion itself concentrates on encouraging retailers to feature pork and create attractive in-store displays with promotional materials provided by NPPC.

"Because we recognize the importance of these retailers in reaching the consumer," said Roy Sharp, Chairman of the Promotion and Advertising Committee, "we've put together a program to distribute point-of-purchase material to something like 65,000 stores."

"These materials can have a dramatic impact on sales. Figures have shown that attractive displays of posters such as NPPC's, can increased sales anywhere from ten to 30 percent," he added.

Sharp also explained that while paid advertising is very important, a tremendous impact can also be made with public relations activities. In a cooperative program with member states, pork information kits containing recipes, cooking tips, nutrition information, and news about the pork industry are being distributed to over 900 local newspapers.

Also premiering this fall according to Sharp is the third NPPC television commercial "Variety is a Long Story." The 30-second commercial features a table loaded with more than 40 different pork dishes. While the camera shoots close-ups of each succulent dish, and finally the whole table, the announcer tells the viewer that "there's a lot more to pork than chops".

Newspaper food editors in larger metropolitan areas are also hearing about Porkfest through a special packet of recipes and photos that tell how consumers can take advantage of the special features retailers will be offering on pork during the month of October.

"There's a lot more to Porkfest this year," Sharp said, "and this combination of advertising, retail promotion, and state and local promotions, could make this the best Porkfest in the history of the Pork Council."



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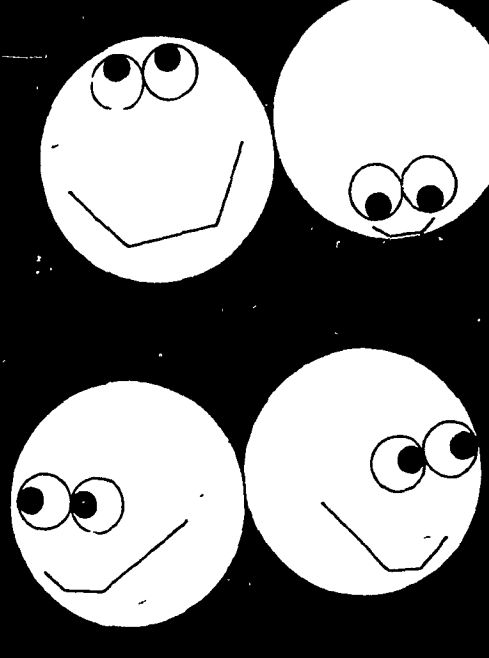
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