

Research says pork's image improving

DES MOINES, Iowa — A recently completed study by the National Pork Producers Council shows that consumer attitudes about pork are continuing to improve. The study shows a direct correlation between recall of pork advertising and improvement in consumer attitudes about pork. This research project is the third in a series of annual studies designed to benchmark progress in creating a positive image for pork.

During 1982, the primary emphasis of pork promotion was in the theme, "America, you're leaning on pork." All pork communications stressed that the product is leaner than ever, high

in protein and vitamin content and not high in calories or cholesterol. Significantly, this latest study shows that the percentage of Americans eating little or no pork has dropped from 40 percent to 36 percent. This gives pork 9 million new users. In addition, seven percent more people no longer feel pork is fatty or high in calories.

Other significant results are large gains made by pork relative to its image in areas of cholesterol content, calories, and leanness. For example, since 1980, pork has improved its image with regard to cholesterol by 12 points in comparison to other meats by 20 points

with respect to calorie content, and by 21 points on the matter of leanness. These gains in image are important since NPPC's advertising is largely directed at dispelling the myths that create image problems for pork.

According to Russ Sanders, NPPC director of consumer product marketing, the Council is encouraged by these gains because it believes promotion can change pork's image, strengthen demand and keep producer profits at acceptable levels.

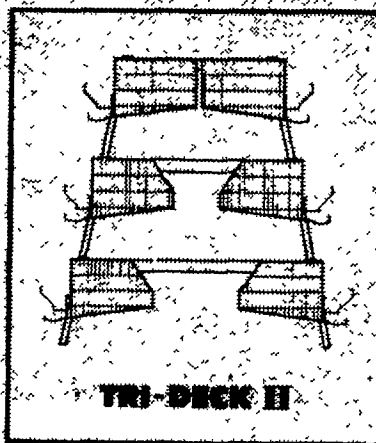
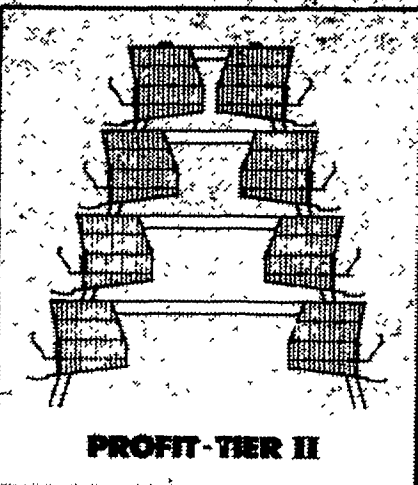
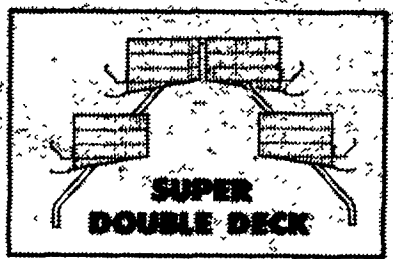
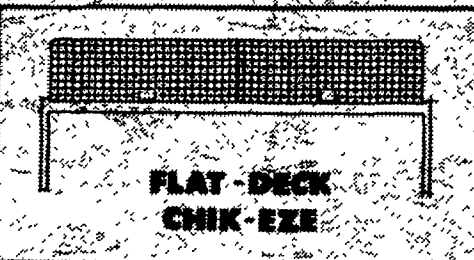
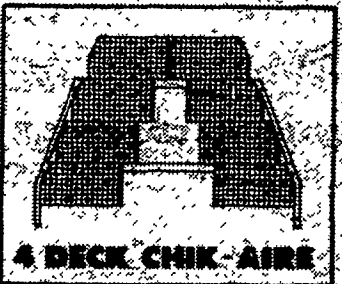
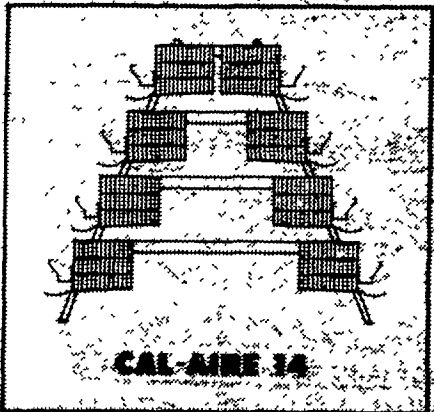
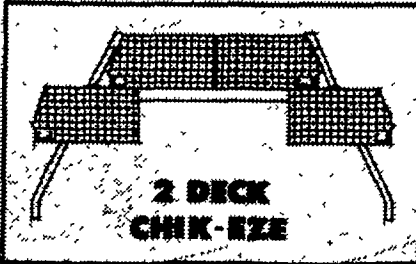
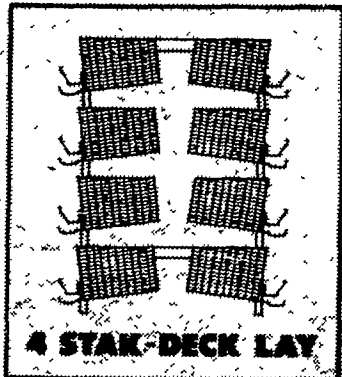
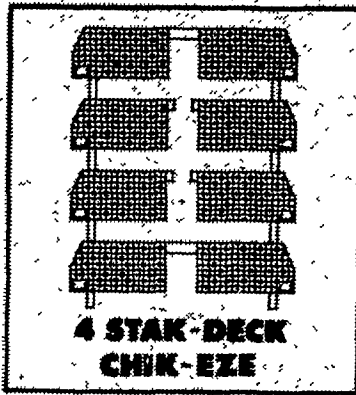
"These latest research findings show us that our advertising is improving pork's image and

dispelling those myths that have kept pork demand from being as high as it could be," Sanders said.

Sanders pointed out that with research showing advertising is paying off, NPPC launched its biggest effort ever in 1983 with nearly \$4 million allocated for promotion. Sanders cautioned however that while progress is being made, the study also showed that pork remains at a substantial

disadvantage to other meats relative to image problems.

"Much more work must be done to correctly position the product in the consumer's mind. We're winning a few battles, but the war is far from over — we must consistently aim our efforts at exploding myths before the consumer becomes generally comfortable with pork," he said.

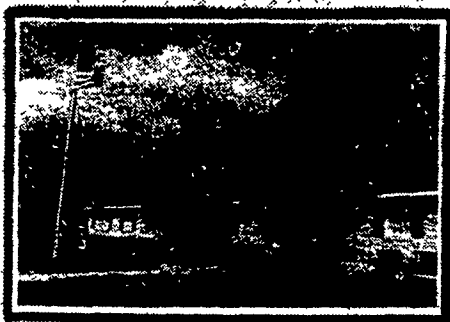


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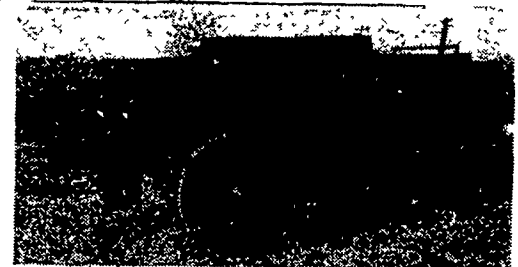
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