

# Pork Study Reaches Millions

CHICAGO, Ill.— According to the Pork Industry Group of the National Live Stock and Meat Board, about 90 million media impressions resulted from the announcement of pork's new nutrient profile. This equates to roughly one-third of the U.S. population having potentially seen the news.

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The Pork Market Basket Study's announcement, spearheaded by the Pork Industry Group with cooperation from the National Pork Board, University of Wisconsin-Madison, NPPC, National Pork Council Women and the USDA, was held last October at the American Dietetic Association annual convention in Denver.

"This one study may be the most critical element in making pork the meat of choice," National Pork Board President Hilman Schroeder said during the study's release. The majority of the study and its announcement was funded by pork producer checkoff dollars from the National Pork Board.

The study, conducted by Dennis Buege, Ph.D, at the University of Wisconsin-Madison, found that today's pork (cooked and trimmed) has 31 percent less fat, 17 percent less calories and 10 percent less cholesterol than official USDA data released in 1983. This study is the foundation data to revise USDA's official values, expected out this fall.

"Putting aside the impressive number of stories on the new data, I find it very significant that the stories were positive. In fact, of all the piles of press clippings I've read, only three stories had even a twist of negativism. This data is the basis for almost every healthcare professional, consumer and thought leader program the industry is launching. To have the data viewed as credible was vitally important," said Sharlet Brown of the Pork Industry Group, the industry's team leader in announcing the data.

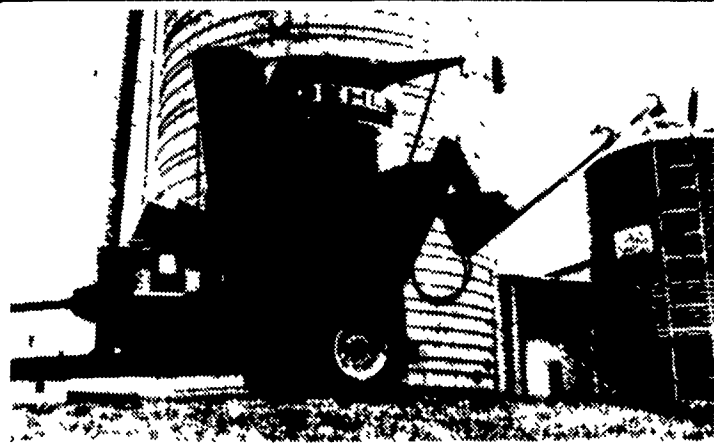
"Just because we did receive such broad coverage, that doesn't mean we're done telling this story. We've got to keep telling it until it sticks and everyone knows that fresh pork is now nutritionally comparable to chicken," Brown said. In fact, the Pork Market Basket Study findings place seven fresh cooked and trimmed pork cuts between skinless, roasted chicken breast and thigh in terms of total fat, calories and cholesterol.

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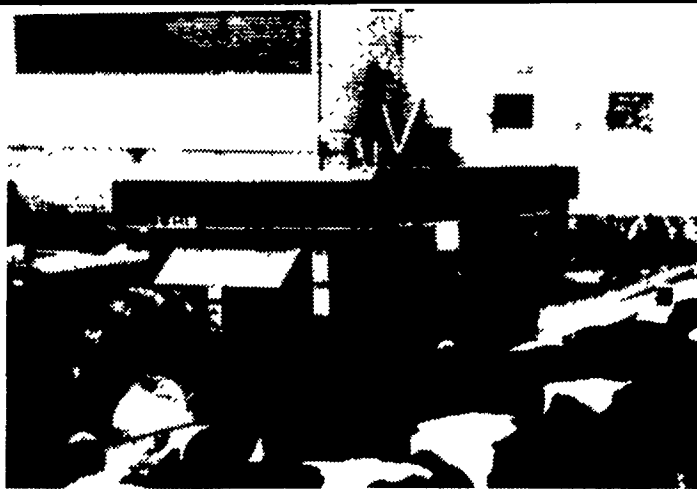
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