

Pork Checkoff Sponsors Car Race

DES MOINES, Iowa — Producers, through their investments in the Pork Checkoff, sponsored the Pork. The Other White Meat 400 in Atlanta, Ga., on March 9. National Pork Board Member Mark Reding, a pork producer from Howardstown, Ky., was the Grand Marshal for the race.

"It was very exciting to represent pork producers at a race we sponsored," Reding said.

"We grilled and served pork samples at grocery stores in the Atlanta area several days prior to the race and on race day we grilled and served pork in the garage area. This type of promotion excites consumers about pork, so they may buy more pork when they are shopping at the meat

case in grocery stores or eating in restaurants."

Reding and Georgia pork producers helped grill and serve pork at the racetrack. Reding and more than 30 pork producers from Iowa and South Carolina helped with Checkoff-funded pork promotions at 15 Publix stores in the Atlanta area.

Checkoff-funded pork promotions are planned with all others in the Automotive Race Club of America (ARCA) series in 2002. During similar Checkoff-funded race-related promotions in 2001, 481 pork producers from 16 states grilled and served more than 18,000 pork samples at race tracks.

In 2001, race-related promo-

tions helped sell approximately 41 million pounds of pork in 18 retail chains with a total of 6,554 stores. Of that, 17.7 million pounds were incremental sales more than double the previous year's incremental sales of 8.3 million pounds. Incremental sales reflect the pounds of pork moved over normal tonnage and are compared to the same time-frame as the previous year. Incremental sales are a key measure of success of the checkoff-funded retail marketing programs.

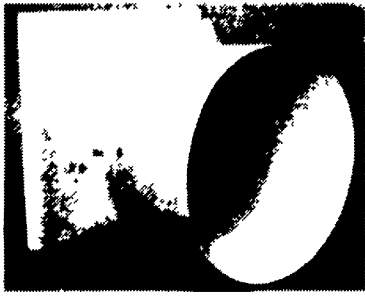
2001 was the second year the pork checkoff has sponsored car # 46, driven by three-time ARCA/RE-MAX champion Frank Kimmel, in the ARCA racing series.



Standing, from left, is driver Frank Kimmel, Mark Reding, Barb Determan, Iowa pork queen Dawn Kruger and Steve Murphy.

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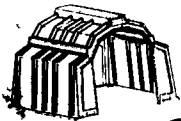


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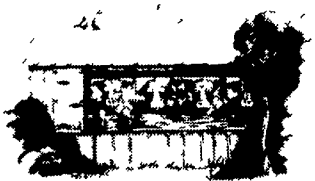
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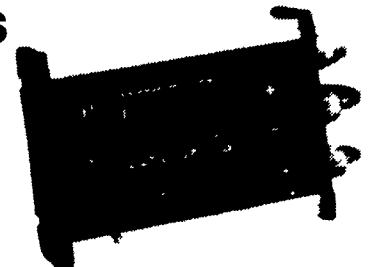
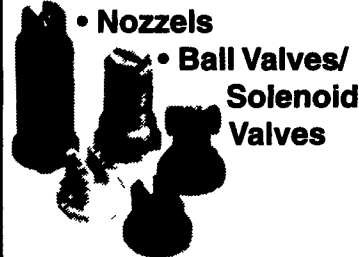
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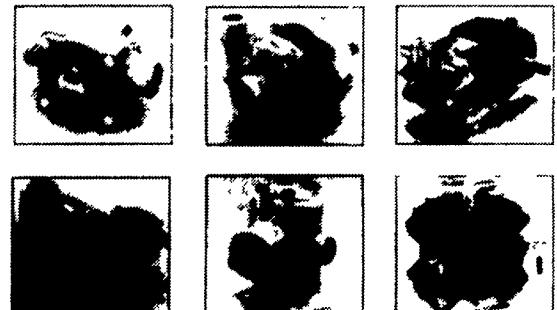
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