

IPPA Program Highlights

Fact Sheet

pork
checkoff *Funded by the Pork Checkoff*

IOWA PORK
PRODUCERS ASSOCIATION

Pork is the fastest growing meat category in America's restaurants.

To encourage the use of pork in future foodservice operations, the IPPA assists seven college culinary programs throughout the state. Through the **IPPA Culinary Arts grants**, over 200 future chefs are exposed each year to innovative pork dishes and ideas to use in their foodservice operations.



Through **encouraging new pork entrées, promotion and publicity**, restaurants across Iowa, like B-Bops, Papa John's, Culver's and The Machine Shed, have seen significant increases in pork entrées sold during and after their promotions.



Popular among chefs, the **Taste of Elegance** encourages the use of pork entrées in "white tablecloth" restaurants. Each year, almost 50 chefs enter one of four IPPA sponsored competitions in hopes of earning the distinction of Chef Par Excellence and securing a spot in the National Taste of Elegance Competition.

U.S. pork consumption has increased 21 percent from 1987 to 2001.



Throughout the year, the IPPA places **radio advertisements** in major markets across the state encouraging consumers to choose pork for their next barbecue, holiday meal or for any mealtime menu. The radio ads encourage consumers to visit www.iowapork.org for pork recipes and suggestions.

The IPPA reaches consumers through **outdoor advertising – billboards.**

Through a funding coop with the National Pork Board, the IPPA is able to share the cost of the billboards with local county pork producer groups, making outdoor advertising affordable for county organizations.



Through the **IPPA County Coop Program**, significant funding is available to county organizations for pork promotions at grocery stores, consumer events, school programs and numerous other advertising opportunities.

Last year, U.S. retailers sold 183 million pounds of pork during checkoff funded promotions, up 70 million from the previous year.



The **IPPA partners with Iowa retailers** for retail promotions to increase the demand for pork products and increase pork sales. The annual Fourth of July promotion with Fareway has resulted in substantial increases of fresh pork sales.

In 2002, Iowa pork producers participated in several promotions with major retailers across the U.S. Producers from Iowa traveled to Atlanta, Kansas City, Chicago, Daytona and Houston to **increase fresh pork sales** in highly populated markets.



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Educating consumers about pork as a delicious and versatile part of a healthy diet.



To **educate health care professionals about pork nutritional benefits**, the IPPA participates in conferences and sponsors speakers for health care organizations, such as the Iowa Dietetics Association, the Iowa Academy of Family Physicians and the Iowa Association of Physician Assistants.

The IPPA **supports many non-profit organizations**, such as the American Cancer Society, Juvenile Diabetes Foundation, etc. with numerous pork donations, putting pork in the forefront of healthy eating choices. County pork producer groups across the state reach over 100,000 Iowans each year through involvement in local celebrations and promotions. Many of these events are health related.

Each year at the **Iowa State Fair**, thousands of fair-goers visit the IPPA booth in the Agriculture Building to sample pork products and check out the newest pork products and recipes.

The U.S. has moved from a net importer to a net exporter, making the U.S. the Number 2 exporter of pork.

The IPPA is a member of the United States Meat Export Federation, and through this strong partnership, **2001 pork exports increased by 21%** in volume to more than 703,000 metric tons.



The IPPA coordinates producer trade missions to countries like Japan, China and Mexico to **drive demand and expand markets for U.S. pork exports**.



Educating tomorrow's future about pork and pork production

Every year, the IPPA **distributes pork educational materials** to over 2000 elementary and secondary teachers in Iowa. These pork materials can be incorporated into classroom curriculums to teach students about pork and pork production. The IPPA also provides teacher in-service workshops to increase the teachers understanding of pork and pork production.



Each year at the **Iowa State Fair**, the IPPA is at work to educate fairgoers about Iowa pork producers. The Farrowing Display, located in the Swine Barn, has been teaching youth and adults about modern pork production and about the importance of pork production to the state of Iowa.



Offering producers resources to improve profitability and promoting environmental stewardship

Every year, **IPPA producer education seminars** reach hundreds of Iowa pork producers across the state of Iowa. Sponsoring seminars on swine health, market forecasting, environmental management, niche marketing and genetics and breeding, the IPPA provides the resources for producers to increase their bottom line.

The IPPA provides educational and promotional programs to **assist pork producers involved in pork niche marketing**. Over 130 people participated in a Pork Niche Marketing Conference in 2002 sponsored by the IPPA and the National Pork Board.



The IPPA teamed up with the Iowa Corn Promotion Board and the Iowa Soybean Promotion Board in 1995 to fund \$1.61 million of projects at Iowa State University. Since the joint effort, the IPPA has **invested nearly \$300,000 in**

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environmental research projects at ISU. To date, more than \$2 million of national checkoff funds have been invested in odor solutions.

The IPPA **encourages environmental sustainability and cooperation between livestock production and crop production** through the development of a series of bulletins targeted to all farmers describing the value of nutrients from pork production.

Taking a proactive approach to promoting the pork industry in the state of Iowa

The IPPA **developed and placed a statewide print ad campaign** that focuses on modern pork production and the positive environmental impact created by pork production in Iowa.



Through the Pork Ambassador Program, producers are spokespersons in their community, **sharing positive and factual information** with local media, teachers and civic organizations.

The IPPA offers the resources producer need. From writing services, financial help for positive public meetings and assistance with producer image advertisements, the IPPA works with county groups to make a difference in their local community.

Increasing leadership opportunities for Iowa's youth

Over 150 **Pork Youth Ambassadors** have participated in programs like Pork Science 101, Pork Congress events and numerous other activities designed to increase their involvement, knowledge and leadership in the pork industry.



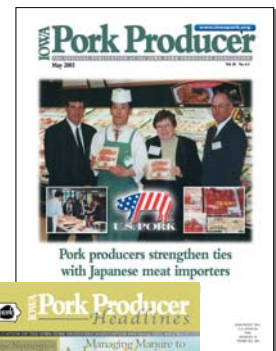
The IPPA continually shows **support of tomorrow's agricultural leaders** by sponsoring numerous scholarships and awards for the Iowa FFA and Iowa 4-H.



The **Iowa Pork Foundation** offers scholarships to incoming and returning college students who are pursuing a career in the pork industry.

The IPPA communicates to over 17,000 Iowa pork producers, educators and industry professionals

The **Iowa Pork Producer** magazine brings IPPA program updates, research results, producer features and national Pork Checkoff programs and accomplishments. Other information includes current industry news, legislative updates and a consumer section featuring seasonal pork recipes.



Headlines, the IPPA bi-monthly newsletter, offers valuable information, ranging from environmental technology, market forecasts and other current issues to Iowa's pork producers.



The IPPA website, www.iowapork.org, receives over 50,000 visitors each month that access delicious pork recipes, valuable production information, legislative issues and updates on checkoff-funded programs.