

Update on Pork Checkoff Activities for NichePORK

To help keep you informed of the latest happenings and upcoming events related to Checkoff funded NichePORK marketing and the NichePORK website, we will send occasional updates.

New on the NichePORK Website

- The home page now features a niche producer each month. If you're interested in being the featured niche producer, call 800-456-PORK (800-456-7675).
- Information about the "All Things Organic" Trade Show in Chicago is now available on the website on the main page of the "Calendar of Events" section.
- The next NichePORK Conference sponsored by the National Pork Board and the Iowa Pork Producers Association is now listed under "Calendar of Events". See details below.

NichePORK Website Producer Database – Efforts to expand the niche producer database are on-going. Please check your website listing, if you'd like to update or change it, just let us know. If you know of other pork producers involved in niche pork production that may be interested in being part of the niche producer database, please call (or have them call) the Pork Checkoff Service Center at 800-456-PORK (800-456-7675). We'd also be interested in knowing who your packer/processor is – further development of the niche packer database is a main objective for 2004 – to provide this information please call the Pork Checkoff Service Center number.

“Getting the word out” on the NichePORK website – We continue to spread the word to the industry and consumers about the NichePORK website. The Wall Street Journal featured an article on January 13, 2004 titled “Now, it’s the Other Red Meat.” The article included examples of how specialty pork is being embraced by influential restaurants and retailers. The National Pork Board’s NichePORK website was included as a source for information and the website address was given as the contact. In addition, a media tour was completed in March 2004 with a number of foodservice and trade publications.

NichePORK Conference – The next NichePORK Conference for producers currently involved in or considering niche pork production has been scheduled for November 30, 2004 at Iowa State Center in Ames, Iowa. More details about conference speakers and topics will be available this summer. Information and presentations from previous NichePORK Conferences are available on the NichePORK website by going to the "Calendar of Events" section and clicking on "Niche Conferences".

Producer Interview – Hear from a producer about their experiences with niche pork and how they feel about the National Pork Board's NichePORK program. An audio file is attached for your convenience (2 minutes in length).

World Pork Expo – This year's World Pork Expo will be held June 10-12 in Des Moines, Iowa. NichePORK plans to have a booth/exhibit at this year's Expo and hopes to make additional NichePORK resources available at the booth.

Thanks goes out to all the producers now serving on the NichePORK Marketing Producer Committee. The producer committee was formed in December of 2003 to provide direction and oversight of the NichePORK program plan of work. The goals of the plan are to continue to expand niche marketing into new areas, to gain interest in niche marketing from producers and the industry, and to provide guidance and input for the NichePORK marketing department strategies and activities. The first committee meeting was held January 7-8, 2004 and provided strategic direction for the 2004 NichePORK Marketing Plan.

