



NichePORK Marketing Conference

August 27, 2003

Scheman Building,
Iowa State Center, Ames, Iowa

Learn about alternative marketing ideas at the National Pork Checkoff Board's second annual *NichePORK... The Other Opportunity* conference August 27 in Ames, Iowa.

The conference, held in conjunction with the Iowa Pork Producers Association, will feature speakers and a trade show. Examples of niche marketing include marketing direct to consumers, ethnic markets, organic pork, antibiotic-free pork, farmer-owned brands and genetic-specific pork.

"The niche marketing conference is important for pork producers who are considering the direct marketing of pork," said speaker Don Lewis, owner of Brighton

Locker and a Brighton, Iowa, producer. "Producers need to do all of the research they can before they begin direct marketing. These types of sessions put producers in touch with other individuals who have pursued this concept."

The Checkoff wants to raise producers' awareness of alternate ways to increase the demand and the profit of their product.

"Producers and others can share ideas on how to increase demand for their product in new business areas, helping to create new opportunities for producers to achieve success in their hog operations," said Sam Carney, vice president of the Iowa Pork Producers Associ-



ation and chairman of the Value Added Niche Marketing Committee and a producer from Adair, Iowa.

Speakers and topics will include:

- financing and grant opportunities – Jeff Job, USDA Rural Development and Jeff Kistner, CoBank,
- verification/certification and labeling requirements – Ken Benkstein, KBG Consulting,
- processing and marketing – Keith DeHaan, Food & Livestock Planning, Inc.; Chet Coolbaugh, Schleswig and Terry Kerns, Edgewood Locker, and

• marketing opportunities producer panel: Randy Cole, Direct-to-Consumer; Greg Innerst, Berkshire Meat Products LLC, Genetic Specific, and Lewis, Brighton Locker.

Registration is \$25 at the door. For more information, call the Iowa Pork Producers Association at 1-800-456-PORK. ☑

The goal of niche marketing is to enhance the value of pork by giving customers what they want and adding profitability for producers.