

October 2004 – 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.

Upcoming NichePORK Conference

- November 30 Conference in Ames, Iowa, sponsored by the National Pork Board and the Iowa Pork Producers Association.
 - For speakers and topics, see the attached agenda (confagenda.doc).
 - The deadline to register is November 23. Registration information will be available on nichepork.org this month.
 - For more information please contact Joyce Hoppes of the Iowa Pork Producers Association at 515-225-7675 or Larry Cizek of the National Pork Board at 515-223-2639.

NichePORK Featured in the Pork Checkoff Report

Be sure to check out the Special Report articles on niche pork in the Fall 2004 issue.

Advertising Support Creates Awareness of nichepork.org

National print advertising for nichepork.org is underway. The ad targeting chefs is running in leading national culinary magazines such as Food Arts, CHEF, Plate, and The National Culinary Review through the end of the year. It invites chefs to visit nichepork.org “to source unique niche pork products” for their menu.

nichepork.org Website Activity Increasing

Hits to nichepork.org have increased every month since the site’s launch less than a year ago. Latest figures are 55,500 hits per month by 4,789 visitors, proving to be one of the National Pork Board’s most active websites. The niche producer and packer/processor databases on the website also continue to grow, with 140 niche producers/groups from 31 states and 41 packers/processors from 18 states represented on nichepork.org today.

What’s New?

- The launch of “America’s Favorite Pork Places”, the on-line pork-friendly restaurant database is coming soon. To submit a restaurant, go to www.otherwhitemeat.com/AmericasFavoritePorkPlaces and find the tab “Submit A Restaurant” (lower right corner of menu bar). Complete the required fields and click to submit. Enter as many restaurants as you’d like, and be sure to indicate what kind of pork is served (“Featured Pork Dishes” field).
- New nichepork.org Hot Topics article “Swine of the Times” from the Slammed Magazine – The Voice of Restaurant People. The article states “many small producers have remained true to their ideals and are finding salvation in niche markets.” It also points out changes in the foodservice industry citing:
 - “the *pig-pendulum* has swung back as chefs are becoming more willing to pay a premium for meat with proper fat content that tastes like pork”
 - “chefs include producer names on the menus as a testament to their dedication to quality”
 - “consumers have begun to notice the branding of pork on the menus of their favorite restaurants”
- Niche producer Johnny Gyergyov of Michigan was featured in 3rd quarter 2004 on the website’s home page. If you’re interested in being the featured niche producer, call 800-456-PORK (800-456-7675).

Research Results on Niche Pork Products

Research with chefs conducted by the National Pork Board this summer shows growing demand for niche proteins in general, as well as niche “pork” products specifically and there is willingness to pay a premium when chefs find what they’re looking for.

- For highlights of the Technomic Study of Chefs “Understanding Restaurant Attitudes and Practices Regarding Niche Pork Products” and quotes from the American Culinary Federation focus group of chefs, go to the nichepork.org home page.

