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NATIONAL PORK BOARD PRESENTS ONE-STOP WEB SOURCE FOR RETAILERS

*Sales data, recipes and merchandising tools
to help retailers increase fresh pork sales and maximize profits*

Des Moines, Iowa (February 22, 2011) – The National Pork Board, the industry trade association representing America’s pork producers, has revamped its PorkRetail.org website to make it easier for retailers to access a variety of resources to help them sell more pork.

The new and improved PorkRetail.org has a streamlined, user-friendly design that showcases information retailers use most frequently for merchandising, advertising and sales, including pork cut charts, recipes, photography and merchandising materials. Rotating photographs and headlines on the home page highlight what’s new in the pork industry, keeping retailers tuned in to current topics of interest. The website also includes a new “Trends” section that highlights sales and featuring data and pork research articles.

“Our new PorkRetail.org website puts the latest information and most current materials at retailers’ fingertips, giving them the tools they need to succeed,” said Patrick Fleming, director of retail marketing for the National Pork Board. “We redesigned the website with a keen focus on retailers’ needs; we want them to consider PorkRetail.org their ‘go-to’ resource for sales and marketing support.”

About The National Pork Board

The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, technology, swine health, pork safety and environmental management. For information on Checkoff-funded programs, pork producers can call the Pork Checkoff Service Center at (800) 456-7675 or check the Internet at www.pork.org.

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