



Utilize Your County Co-op Fund/ Local Pork Promotional Activities

MINNESOTA PORK BOARD

Local Pork Promotions



Pork promotional ideas for:

county associations & individual pig farmers

Go to www.mnpork.com for Pork Checkoff co-op funding forms and eligibility guidelines, or call the Minnesota Pork Board office at 1-800-537-7675 for assistance.

These are only ideas and are intended to help spark individual ideas within your organization.

Steps to organize the pork promotional ideas below are found in the following pages of this publication.

1. Pork recipe and pork poster distribution to local butcher shops.
2. Sponsor a pork trivia contest with an area radio station or via social media - provide pork related items for prizes.
3. Host a pork tailgate party at a high school sporting event.
4. Have your county pork ambassador record 30-second radio commercials to promote pork and the county's pork producers.
5. Provide pork to local Food and Consumer Science teachers for use in the classroom.
6. Offer pork recipes to the local newspaper.
7. Donate pork or ham to the local food shelf.
8. Grocery store pork sampling and pork recipe handout.
9. Miscellaneous:
 - Promote pork year-round: handout pig erasers, pencils and recipes at parades and other community events.
 - Recognize FFA and 4-H swine project members with pork T-shirts.
 - Provide parents enrolled in your school's Early Childhood and Family Education or Head Start programs with the recipes and meat thermometers.
 - Booth at your local Breakfast on the Farm.
 - Local influencer farm tours or appreciation night.
 - New building open house.
 - Meat thermometer give away.

**To order materials or for more information contact the Minnesota
Pork Board office
at 1-800-537-7675 or mnpork@mnpork.com**

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1. Pork Recipe/Pork Poster Distribution

Steps to make it happen:

1. Contact your grocery store and local butcher shop and ask if they would like pork recipes to distribute to their customers and pork posters to display in their retail section. (Spanish options available.)
2. Call the MPB and place your

- pork recipe and pork poster order.
4. Distribute the items to the grocery stores and butcher shops.
 5. **Cost:** There is no cost for pork recipes and pork posters.



2. Pork Trivia Contest with Local Radio or Social Media

Steps to make it happen:

1. Partner with the local radio station for the pork and pig farming trivia contest.
2. Pork producers provide the trivia questions and prizes; the radio station provides air time for trivia.
3. Discuss the frequency of questions, time of day the trivia questions will be read, value of prizes and how prizes will be delivered to winners.
4. Call the MPB to request the trivia questions and to order prizes.

5. **Cost:** Co-op funding will pay half of the cost for prizes. If air-time is purchased, ads that originate from the MPB office qualify for co-op funding.

Social Media Trivia:

1. Create a county pork association page (Facebook, Instagram)
2. Share your page with friends and family to begin to get others to know your page is there.
3. Post photo with appropriate trivia question. Photos are available in the National Pork Board digital asset library. Example: sow and litter—trivia question: How many piglets does a moth-

- er pig have per litter on average?
4. Check the post in a couple hours to see how many people have answered correctly. Post correct answer.
5. Randomly choose a winner from the correct answer.
6. Private message winner to arrange delivery of prize.
7. Contact MPB for trivia or more details on this promotion
8. **Cost:** prize pack possibly include a pork gift certificate available through Minnesota Pork Board.



3. Host a Tailgate Party - Donate Proceeds

Pork Checkoff co-op funding can be used for this project only if the net sales are given to a non-profit such as a scholarship program, food shelf, FFA Chapter or school booster club.

Steps to make it happen:

1. Visit the high school athletic director to discuss the idea, select a game date, determine a non-profit organization to receive the net sales from the grilling. The organization that runs the concession stand is also a good candidate to receive the tailgating event proceeds or your local food shelf.

2. Call the county health department for the appropriate food license.

3. Plan the menu, organize volunteers to grill pork and serve food, secure grills and grilling equipment, etc...

4. Place pork and grocery order, determine cost to charge consumers at the tailgate party.

5. Contact media for assistance publicizing event. The MPB office can assist writing press releases for local media.

6. Call MPB office to order pork aprons for volunteer grillers/workers and pork napkins.

7. **Cost:** Costs will vary depending on what pork product is served. The local grocery stores may contribute product or reduce their cost for your supplies.

Co-op funding will pay half of *approved* expenses. Please call the office for details on what costs are eligible.

4. Pork Ambassador Radio Ads

Steps to make it happen:

1. Contact the county pork ambassador and ask if he/she has an interest in recording radio commercials promoting pork.

2. Contact the local radio station for 15 or 30-second commercial ad rates, and then determine how many times and when the commercials should air.

3. Coordinate a recording time at the studio between the ambassador and radio station staff. (*Reading the ads over the telephone is not recommended because of poor sound quality.*)

3. Call the MPB office for ad scripts.

4. Provide the ambassador the script in advance so there is

time to practice reading out loud.

5. **Cost:** This will vary depending on the radio station, time of day the commercials air and the number of commercials purchased. Co-op funding is available if the ad scripts originate from the MPB.

5. Provide Pork to area Family and Consumer Science Teachers

Steps to make it happen:

1. Contact the high school Family and Consumer Science teacher. School website usually contains their

contact information.

2. Ask if they will be doing a protein section and if they would like to include pork.

3. Schedule a time to either deliver the pork in person or mail

them a pork gift certificate. (available through MPB).

4. **Cost:** The cost of the pork product needed by the teacher.

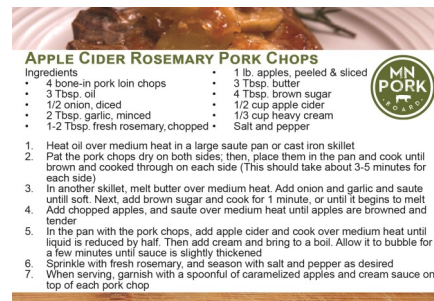
6. Offer Pork Recipes to your local newspaper

Steps to make it happen:

1. Contact your local paper to see if they would like you to provide recipes for print in the paper.
2. Determine an easy family recipe that you can share with the newspaper. Even if you retype

and email the recipe to them. Would be great to utilize a well loved family recipe.

3. **Cost:** The goal would be no cost as you are providing a recipe they could utilize in their publication as consumer friendly content.



7. Pork or Ham Donation to Food Shelf

Steps to make it happen:

1. Contact food shelves within your county.
2. Arrange to a date/time for the donation.
3. Contact your local grocery store or meat market to arrange

the quantity you wish to donate. Holidays, spring, October Pork Month are all great times to donate pork.

4. Contact your local newspaper to be present when the donation is being made or have

someone take photos that can be submitted as a community interest story.

4. **Cost:** The amount of product and type of pork donated will determine cost.

8. Pork Sampling & Recipe Giveaway

Steps to make it happen:

1. Contact the meat manager at your local grocery store and select a day to distribute pork samples and pork recipes. *Weekends usually have higher store traffic.*
2. Call the MPB to order pork recipes, nutritional handouts,

instant read meat thermometers and pork aprons for volunteer pig farmers to wear during in-store sampling.

4. Prepare and distribute samples of a pork product that the grocery store is featuring. *The grocery store usually provides the product at no cost, if they do not*

that cost can be submitted for co-op dollars.

5. **Cost:** There is no cost for pork recipes, thermometers, handouts, and aprons that are ordered from the MPB.



9. Miscellaneous



- ✓ Promote Pork Year-round with pig erasers, pencils and recipes. Distribute at parades and other community events. Call the MPB office to place your order and to learn about other promotional and educational handouts.
- ✓ Recognize FFA and 4-H swine project members with pork T-shirts. Several county pork producer associations provide swine exhibitors with T-shirts to wear at their county fairs. Once

you know the quantity and sizes of T-shirts, the MPB can assist with your order, including shirt colors and design. Co-op funding is available if the design originates from the MPB.

- ✓ Provide parents enrolled in your school's Early Childhood Family Education or Head Start programs with *recipes and thermometers*. Be sure to first get approval from the school administrator and then find out a quantity. Contact the MPB office to place your order.
- ✓ Contact your local Farm Bureau on the Farm in your county. MPB can provide materials to handout at the event and if there is space available an Oink Outing tent or the display trailer.
- ✓ Host local influencers: school

superintendents, county commissioners, hometown city council, pastor/priest, FFA Advisor, etc. to your farm for a visit or appreciation night.

- ✓ If building a new barn or shed on the farm, prior to filling the space, host an open house. Minnesota Pork Board is happy to assist with this process and provide materials to support your efforts.
- ✓ Work with your local meat market or grocery store to define a time to do a meat thermometer giveaway. Then each time a person purchases a specific cut of pork, the customer is given a meat thermometer.
- ✓ Contact your local elementary schools to see if they are interested in an Ag In The Classroom visit program or a classroom visit.

Oink Outings: The program is designed to bring farmers to consumers. This gives the consumer an opportunity to have a face to face conversation about pigs and pig farming in Minnesota. For each question that is asked of the farmer, Minnesota Pork Board donates one pound of ground pork to either Second Harvest Heartland or the local food shelf. Includes: tent, table, handouts, bags, tattoos, pencils, erasers, and question tracking sheets.

Display Trailer: This trailer is designed to be brought to outdoor events and provide a background where pig farmers can interact with consumers. It has an awning that opens up to show a large screen television with a video loop of farmers sharing what they do on their farms daily. The trailer is 16 foot (including hitch) and requires electricity.

Includes: recipes, state production information, pens, pencils, erasers, coloring books and recipes.

