



Pork Checkoff Report

QUARTERLY NEWSLETTER



Complete a Pork Cares Farm Impact Report and Receive Annual Incentive

What is it?

The Pork Cares Farm Impact Report is a confidential, personalized sustainability assessment that helps farmers understand and improve the environmental and economic performance of their operation.

What Farmers Receive:

- \$500 annual incentive for completing a Pork Cares Farm Impact Report
- A confidential sustainability assessment tailored to their farm
- Benchmarking against state and national averages
- Insights on carbon emissions, soil health, manure and water management, energy use and community engagement

- Practical recommendations to improve efficiency, profitability and long-term resilience
- A credible report that can be shared with lenders, packers, customers and other business partners to demonstrate sustainability progress

Why It Matters

The Pork Cares Farm Impact Report is more than a reporting tool - it helps farmers make informed management decisions while documenting measurable sustainability outcomes, as well as having up-to-date data for advocacy.



Learn more about the Advancing U.S. Pork Sustainability and Market Value Grant & Pork Cares Impact Report by scanning the code or visiting <https://porkcheckoff.org/pork-production-management/sustainability/advancing-us-pork-sustainability-grant/>.

ADDRESS SERVICE REQUESTED

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The Recipe Challenge is Back!

Celebrate October Pork Month with four weeks of your chance to win!

After a successful first year, the October Pork Month Recipe Challenge returns for year two! Whether you participated last year or are joining for the first time, we're inviting you to get in the kitchen and **Taste What Pork Can Do®!**

Throughout October, participants will receive four pork recipes to try at home, along with grocery lists and step-by-step instructions. Make the recipe, share a photo of your finished dish and you'll be entered for a chance to win!

HOW IT WORKS

1. Sign Up

Register by Sunday, October 4 to participate in all four weekly challenges and be eligible for the grand prize.

2. Get The Recipes

We'll send all four recipes at the beginning of the month so you can plan ahead, plus a weekly email with everything you need for that week's challenge.

3. Cook + Share

Try the featured recipe and submit a photo of your finished dish by Friday.

4. Win!

Each completed weekly recipe earns an entry into that week's prize drawing. Complete all four challenges and you'll also be entered to win the grand prize!

Weekly winners will take home Minnesota Pork gear and cooking essentials, including YETI® drinkware, pork seasoning, meat thermometers and more.

WEEKLY PRIZE:



COMPLETE ALL FOUR FOR A CHANCE TO WIN THE GRAND PRIZE!



YETI Roadie® 24 Hard Cooler + 34-piece grilling accessories kit + Minnesota Pork gear



JOIN THE CHALLENGE

Scan the QR code to sign up and get cooking!



mnpork.com/pork-101/recipechallenge/

OCTOBER 1-31

National Pork Month

Participate in the National Pork Month Recipe Challenge!

NOVEMBER 17

PQA Plus Advisor Certification

Minnesota Pork Office
151 St. Andrews Ct., Ste 810
Mankato, Minnesota
9:00 a.m. – 3:00 p.m.

Pre-register: jordan@mnpork.com or 507-345-8814

DECEMBER 2

PQA Plus Certification Training

Minnesota Pork Office
151 St. Andrews Ct., Ste 810
Mankato, Minnesota
9:00 a.m. – 12:00 p.m.

Pre-register: jordan@mnpork.com or 507-345-8814





A Summer of Experiences, People, and Opportunities

2027 Summer Internship Application Now Open

This past summer, if you saw any Minnesota Pork content on socials, there is a good chance Sophia had a hand in creating it!

As Minnesota Pork's 2026 Marketing and Communications intern, Sophia took on everything from coordinating details for the Young Leaders in Agriculture Conference to creating social media posts from start to finish. She capped off her summer by managing all things for Minnesota Pork Board's presence at the Minnesota State Fair.

Throughout the summer, Sophia showed up each day ready to learn, contribute and serve Minnesota's pig farmers.

She quickly became an essential part of our team and summer program communications, while building a portfolio of hands-on experience across marketing, communications, and events.

Thank you, Sophia, for all you contributed to Minnesota Pork this summer. We can't wait to see where you go next!

Want to join our team next summer?

Applications for Minnesota Pork's 2027 Marketing and Communications Internship are open through Monday, November 9. Visit mnpork.com for application details.



“Looking back on this summer, I am incredibly grateful for the experiences, people, and opportunities that made it so meaningful. I learned so much about the pork industry, communications, and, most importantly, myself! I was given the opportunity to step outside of my comfort zone, take on new responsibilities, and learn about an industry that was unfamiliar to me when I started. Along the way, I gained experience in social media, writing, photography, events, and working with producers and people throughout the pork industry, but I also gained so much more than what can be put on a resume.

This summer showed me how much I enjoy working with people, building relationships, and finding creative ways to connect others with agriculture. It gave me the chance to take what I have learned in the classroom and put it into practice while learning from people who are passionate about the industry. This summer was truly an amazing experience, and it is one I will always remember. The lessons I learned, the relationships I built, and the experiences I had will stay with me and continue to shape the communicator and agriculture professional I hope to become!

- Sophia Poquette on her summer experience.

DECEMBER 7-9

Activate Session 6 -
Washington D.C. Trip

FEBRUARY 8

MPB + MPPA Annual Meetings
Mayo Clinic Health System
Event Center
Mankato, MN

FEBRUARY 9-10

Pork Congress Tradeshow Industry Seminars
Mayo Clinic Health System
Event Center
Mankato, MN

2026 12 Days of Conversations at the Minnesota State Fair

For the twelve days leading up to Labor Day, the Great Minnesota Get-Together returns each year. Minnesota Pork Board educates fairgoers at two booths: the Oink Booth, serving to educate about pig care and farming, and the Promotion Booth, sharing recipe, cooking, and nutrition information.

While some visitors come as a favorite State Fair tradition, each year we continue to have valuable conversations surrounding the pork industry.



Pork Questions Answered

At the Promotion Booth, conversations started with trivia to take home a one-ounce Martin County Magic seasoning sample. Often these trivia questions lead to conversations about cooking pork at home, helping consumers learn how to prepare pork so it is tender, juicy and something they want to choose again.

New this year, the booth handed out jar openers reading **Taste What Pork Can Do®**. In addition, favorites from past years

returned, including meat thermometers, chip clip magnets, and, as mentioned, Martin County Magic samples.

These quick interactions gave volunteers an opportunity to help fairgoers leave knowing something new about pork, whether it was the proper cooking temperature, a new recipe to try or a fact about Minnesota pig farming.

Come for Piglets or the Largest Boar

At the Oink Booth, the sow and piglets were once again one of the biggest draws. Families stopped to watch the piglets, grab a pair of paper pig ears and ask questions about everything from how pigs are raised to what they eat.

On the other end of the scale, this year's largest boar was the heaviest in recent years, weighing in at more than 1,300 pounds! WCCO even highlighted the contrast between some of the smallest and largest pigs at the State Fair, located



just a few feet away from each other.

Whether the questions were about a tiny piglet or a 1,300-pound boar, each interaction created an opportunity for Minnesota pig farmers and volunteers

to connect directly with consumers and share what caring for pigs looks like today.

Powered by Supervisors and Volunteers

None of this education happens without volunteers!

Throughout all 12 days of the fair, supervisors kept both booths running while volunteers arrived for their shifts ready to answer questions, share pork knowledge, and create a welcoming experience for thousands of fairgoers.

To every volunteer, supervisor and sponsor who helped make the 2026 Minnesota State Fair possible, thank you!



THANK YOU TO OUR 2026 FARM SPONSORS!

New this year, Minnesota pig farms helped make our 12 days at the State Fair possible as Oink Booth Day Sponsors.

Thank you to:



Schwartz Farms, Inc.





Jay Fultz,
Minnesota Pork Producer and
SIP Investor



Being an investor in the Strategic Investment Program (SIP) allows me to concentrate on our farm and give more resources to the National Pork Producers Council and the Minnesota Pork Producers Association. These two organizations have the expertise needed to maintain and expand our trading partners, advocate for us in Washington D.C., and defend us from harmful government overreach.



Are you invested?

Help us protect the future of pig farming! Scan the QR code or visit www.nppc.org/invest for more information about the Strategic Investment Program.





BOARD MEMBER FEATURE:

Dr. Abbie Redalen



For Dr. Abbie Redalen, agriculture is more than just a career. Her roots run deep with family tradition that continues to shape the next generation. From spending time on her grandfather's farm to building her own beef and sow herds, Dr. Abbie Redalen has developed a deep connection to agriculture and the people who make the industry possible. Today, she is both a swine veterinarian and pig farmer, bringing perspectives from both sides of the industry to her role on the Minnesota Pork Board's Board of Directors.

Growing Roots in Agriculture

Dr. Abbie Redalen's love of agriculture began on her grandfather's farm, where her passion for farming was fostered from a young age. Later, her own agricultural roots took firm hold as her beef and sow herds grew. After graduating from the University of Minnesota with a degree in Animal & Plant Systems, Dr. Redalen returned home to farm. Today, she is an integral part of a family farming operation in southeastern Minnesota, where her family raises livestock and operates a diversified row-cropping operation. For Dr. Redalen, one of the most meaningful parts of farming is watching the tradition continue into the next generation.

"I'm proud the tradition continues as my children learn and experience firsthand animal agriculture and have the opportunity to learn from and work with great mentors in this industry," Dr. Abbie Redalen said.



Giving Back to the Industry

Dr. Abbie Redalen has a deep appreciation for the producers and industry members who have dedicated their time to serving on the Minnesota Pork Board's Board of Directors. That appreciation played a role in her decision to serve. With the challenges facing pork producers today, Dr. Redalen sees serving on the board as an opportunity to give back to the industry and her fellow Minnesota pig farmers.

"I'm humbled to give back and to serve this industry and my fellow Minnesota pig farmers," she said.

Moving the Industry Forward

As a member of the Minnesota Pork Board, Dr. Abbie Redalen is excited to work alongside people who share a deep passion for agriculture and the pork industry.

"I look forward to continuing the previous work of the board in delivering sound, deliberate, and progressive action to benefit our industry and Minnesota pork producers," she said.

Connecting Consumers to the Farm

As both a veterinarian and producer, Dr. Redalen sees firsthand one of the biggest challenges facing Minnesota pig farmers: the disconnect between



consumers and agriculture, including how food goes from farm to fork, misconceptions, and overall distrust. For Dr. Redalen, addressing that disconnect starts with farmers being willing to share their stories and engage with consumers. She believes those conversations can happen in many different ways and encourages Minnesota pig farmers to play a role in helping consumers better understand the industry.

"Engagement about our industry can occur on many levels and is something all Minnesota pig farmers can be challenged to do!" Dr. Abbie Redalen said.

(continued on page 8)

BOARD MEMBER FEATURE:

Dr. Abbie Redalen

Serving Beyond the Farm

Dr. Abbie Redalen's involvement in the pork industry extends well beyond her own farm. In addition to working as a swine veterinarian and pig farmer, she serves as a member of the American Association of Swine Veterinarians Pig Welfare Committee and as a PQA Plus Advisor, while also volunteering at the Minnesota State Fair's Miracle of Birth Center. Youth development is another important part of Dr. Redalen's involvement in agriculture. She has a passion for helping 4-H and FFA

youth with their livestock projects, giving young people the opportunity to develop skills and gain experience through agriculture. Through these roles, Dr. Abbie Redalen continues to contribute to the pork industry while helping strengthen connections between producers, consumers, and the next generation.

A Family Favorite

When it comes to cooking pork at home, Dr. Redalen appreciates the versatility of pork loin. Her personal favorite is a pork



chop on the grill, but her children have a different favorite.

"My kids would say 'pork nuggets' are the BEST!" Dr. Abbie Redalen said.

Looking Towards the Future

From her grandfather's farm to her own family's farming operation, Dr. Abbie Redalen's agricultural journey has been shaped by family, mentorship, and a commitment to the livestock industry.

Now, as a member of the Minnesota Pork Board's Board of Directors, she brings the perspective of both a swine veterinarian and producer. Dr. Abbie Redalen's focus on strengthening consumer connections, supporting Minnesota pig farmers, and encouraging the next generation reflects her belief that the future of agriculture depends on continuing to share its story.



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Erin Krug

Activate Class 1



PARTICIPANT FEATURE

How did you get started in the pork industry?

Growing up on my family's farm ignited a love for agriculture from as early as I can remember. It has always felt special to me to be a part of something that has been growing in the family for generations. I gravitated towards pork production as I saw how rewarding caring for the animals and watching the hard work that was put into them was. The same spark for agriculture continued on as I started my career making staying involved in the pork industry the right choice.

What sparked your interest in applying to the Activate program?

The activate program caught my eye as something to apply to as it is a new program put on in my home state offering a skill set that I have been looking for. Minnesota Pork has great resources in preparing producers and advocates, I knew this program

would be filled with the people and information needed to grow as a leader in the industry.

What excites you about the future of the pork industry?

There is so much more to the pork industry than raising hogs, which is what excites me about the future of our industry. Going through the sessions of this program has shown me professionals from every corner of what it takes to bring safe and delicious pork to the consumer. We have heard people speak of their roles in so many different sectors of the pork industry, it is fun to see how they all tie together.

What do you hope to learn or gain through Activate?

By going through this leadership cohort I hope to learn more about the challenges the pork industry is facing and how they are being addressed. As a fifth generation farmer who hopes to have our family farm carry on for many more generations, I resonate with the



term "freedom to farm". By being in this program I hope to gain the skills necessary to advocate on behalf of farmers and protect our freedom to farm for years to come.

What is your favorite pork product/dish?

A well cooked pork chop is hard to beat but lately my family of young kids has been enjoying sausage regularly!



Guilherme Preis

Activate Class 1



PARTICIPANT FEATURE

How did you get started in the pork industry?

I grew up in Brazil in a family of hog producers, which started me in the pork industry very early. Being around pigs and producers from a young age made me want to become a swine veterinarian. After earning my veterinary degree in Brazil, I worked in commercial production before moving to the United States in 2018 to pursue a PhD in Veterinary Epidemiology at the University of Minnesota. Today, I work in the US pork industry, focusing on research and data analytics to help improve animal health and productivity.

What sparked your interest in applying to the Activate program?

I wanted to become more involved with the broader pork industry in Minnesota. I saw the Activate program as a great opportunity to better understand the

perspectives of producers and industry leaders. Programs like this help build the relationships and leadership skills that are important for the future of our industry.

What excites you about the future of the pork industry?

The opportunity to combine innovation with strong industry collaboration. Advances in genetics, technology, and management are helping producers continuously improve animal health and productivity. At the same time, strong connections are being formed between producers, allied industry, and academia. These shared goals and partnerships make the future of pork production very exciting!

What do you hope to learn or gain through Activate?

I hope to gain a deeper understanding of the pork industry in Minnesota and the challenges and opportunities producers are facing today. I'm also excited to connect with others in the program



and learning from their experiences and perspectives. I believe these conversations and relationships will help me grow as a leader and become more involved in supporting the industry.

What is your favorite pork product/dish?

A thick-cut porkchop cooked to the right temperature!



Travis Brown

Activate Class 1



PARTICIPANT FEATURE

How did you get started in the pork industry?

Purely by chance—A college advisor informed me of an internship opportunity with Murphy-Brown LLC and the rest is history. I'm the first generation in my family to be involved in the swine industry.

What sparked your interest in applying to the Activate program?

I see the Activate program as a chance to form lifelong friendships and bonds. Also I see it as a chance to give back to the industry after it has given me and family such a wonderful life.



What excites you about the future of the pork industry?

The challenges that we face everyday with livestock. How do we produce more with less? 1% feeds the world and I'm happy to be a part of it.

What do you hope to learn or gain through Activate?

I hope to gain insight into the legislative side of the industry. I'm also looking forward to learning so much from the industry professionals on the various board seats. It's humbling and encouraging to me to see how excited those people are for our class.

What is your favorite pork product/dish?

Eastern North Carolina Pulled Pork with a vinegar sauce!



ACTIVATE EXPLORES California Agriculture

This past July, participants of the Activate: Minnesota Pork Leadership Cohort headed west for an immersive look at California agriculture, exploring everything from pork production and research to processing, retail and specialty crops.

By gaining perspective in disciplines beyond pig farming in Minnesota, participants returned home with new knowledge, connections, and a broader understanding of agriculture. Throughout the trip, they learned from farmers, researchers and agricultural leaders while discovering connections between Minnesota pork production and California agriculture.

Three Activate participants reflected on the experience and the lessons they're bringing home to Minnesota. Read their reflections on our website: mnpork.com/newsroom.

Ottenwaller Show Pigs



The Activate Class kicked off their California experience with a visit to Ottenwaller Show Pigs, gaining a firsthand look at show pig production.

Swine Teaching and Research Center



At the University of California, Davis, Activate toured the swine teaching and research facilities and explored how research and innovation are helping shape the future of pork production.

Yosemite Foods



The Activate class toured Yosemite Foods in Stockton, CA, and got an inside look at the process of harvesting pig heart valves and surrounding sacs for use in human cardiac surgery.

Sun Valley Rice



Participants got an up-close view of the rice milling process and how another agricultural industry moves from production to processing.

UC Davis CLEAR Center



Thank you to UC Davis for welcoming the Activate class, giving us a tour, and sharing more about the important work happening in research, teaching and outreach.



Retail Exploration



Activate visited three California grocery stores to explore how pork is marketed to consumers, including a look at the variety of pork products and cuts available, from stomach and snout to kidney and tails.

Almond Board of California



Participants explored California's almond industry, learning about the crop, production practices, and challenges they face.

Farmers Warehouse



The Activate Class visited Farmers Warehouse and heard firsthand from Jay Gilbert about adapting and evolving alongside California agriculture.

Driscoll's



The group got an up-close look at berry production and learned how Driscoll's works to deliver quality products from the field to consumers.



Participants found fascinating parallels between biosecurity practices in berry production and the pork industry, highlighting how protecting animal and plant health is a shared priority across agriculture.

Networking



The Activate class had the opportunity to connect with Mackenzie Bressler, California Pork Executive Director, California Pork Board members and Grain and Feed Association members, building relationships and learning from agricultural leaders across California.

Full Belly Farm



The Activate class visited Full Belly Farm to learn more about diversified agriculture and the ways farmers connect production, sustainability and consumers.



Pork Is Flavor at Gopher Football Tailgate



One way to increase pork demand is simply giving the opportunity for consumers to taste pork for themselves.

To kick off Minnesota Pork Board's Gopher Sports partnership for the 2026-2027 school year, 'Pick for Pork' returns this football season with Cub Foods and Wholestone Farms. This year, the partnership expanded with free pork samples at the Celebrate Ag and Food Day on September 12.

Before kickoff, Minnesota pig farmers and industry partners served Wholestone Farms marinated pork tenderloin to Gopher fans in Lot 37. Fans sampled Salt, Pepper & Garlic and Smokin' Sweet BBQ tenderloin, putting pork flavor directly into the hands of consumers.

The pork message continued inside Huntington Bank Stadium, where fans saw **Taste What Pork Can Do®** messaging on the videoboard. The in-stadium feature highlighted pork tenderloin's leanness and reminded fans that bacon is just the beginning of what pork can do.

Minnesota sports broadcaster and former Gopher basketball player Parker Fox also joined Minnesota Pork at the tailgate to connect with fans and capture social media content, helping extend the day's pork promotion beyond the stadium.

By bringing pork into moments consumers already enjoy, the partnership helps keep pork relevant while showing fans more of what pork can do.



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ANIMAL WELL-BEING

Scholarship Winners

The Minnesota Pork Board offers two different scholarships to support students interested in pursuing careers in the many fields surrounding pig farming and agriculture.

The Growing Ag Scholarship and the Voice of Pork Scholarship, both designed to recognize and support undergraduate students who are committed to the pork industry and passionate about agriculture.

The Growing Ag Scholarship recognizes those interested in animal science, veterinary medicine, agricultural business, or other related fields, and dedicated to improving the agricultural industry through innovation, leadership, and practical solutions.

The Voice of Pork Scholarship recognizes those who are interested in communications, marketing, public relations, education, advocacy, or related fields and dedicated to educating youth and consumers and to strengthening connections among producers, consumers, and the public.

Recipients are selected by a committee made up of Minnesota Pork Board of Directors members, who are committed to investing in the future of agriculture. The Minnesota Pork Board is excited to announce the recipients of the 2026 Growing Ag Scholarship and the 2026 Voice of Pork Scholarship.

Recipients apply in their spring semester and are selected in May.

The Voice of Pork Scholarship Recipients



Katie Thome

Katie is currently attending the University of Minnesota – Twin Cities, after two years at the University of Wisconsin – River Falls. Katie is studying agricultural communication and marketing with a minor in animal science. Thome Family Farms, a farrow-to-finish operation located near Adams, Minnesota, is where Katie's passion for agriculture and the pork industry began at an early age. In the future, Katie hopes to continue her stance of advocacy by sharing true stories in a way that earns the consumers' and the public's trust and hopes to work in agricultural public relations with an organization, a commodity PR firm, or a producer advocacy group.



Macy Hanson

Macy is a student-athlete at the University of Minnesota – Twin Cities, Carlson School of Management, where she is studying Marketing and Human Resources with minors in finance and Spanish, while also competing on the women's cross-country team. Growing up in Granada, Minnesota, agriculture was a huge part of Macy's life. Macy hopes to make an impact on the agricultural and pork industries in the future, whether through social media, community events, or advocacy and hopes to share farmers' stories and help promote a more transparent understanding of the pork and agricultural industries.



The Growing Ag Scholarship



Allison Van Nurden

Allison is a student at South Dakota State University, majoring in agricultural business with a minor in animal science. Allison hails from Sunburg, Minnesota, where her earliest memories are of being around livestock, doing chores, spending time in the barn, and eventually raising and showing pigs. Looking ahead, Allison hopes to work alongside producers in the pork industry on the business side of operations to provide more practical, manageable tools they can use. Allison's goal is to be someone a producer can trust to help them make confident, informed, and beneficial decisions for their business and livestock.



Adam Ruen

Adam recently graduated from the University of Minnesota – Twin Cities with his bachelor's degree in agricultural and food business management. Originally from Lanesboro, Minnesota, Adam grew up on his family's row crop, hog, and beef farm, where he learned the value of hard work, responsibility, and the dedication required to help feed people at a very young age. Adam will be working for AG Partners as an Agronomy Associate, hoping to continue working with growers while also learning more about agronomy, crop inputs, and customer service, and to help advocate for pork by contributing to growing his family's operation on the side.



Macy Sonnek

Macy is an upcoming senior at South Dakota State University, majoring in animal science, with minors in agribusiness marketing and agricultural business. She grew up on a small farm in Easton, Minnesota, where her family raised mainly cattle, but Macy also showed pigs alongside cattle through 4-H, and that is where her passion really started to bloom. In the future, Macy hopes to give back to the community by pursuing her interest in livestock nutrition and continuing her education in graduate school in swine nutrition.

Interested in applying for the 2027 Scholarships?

***Applications open March 15 to May 14, 2027.
Apply on the Minnesota Pork website.***

One Pig, Countless Opportunities: HOW INNOVATION IS SHAPING DEMAND

Written by: Sophia Poquette, 2026 Marketing and Communications Intern

In 2025, the average U.S. household consumed 49.3 pounds of pork, making pork the third most consumed meat in the United States (Shike, 2025).

As pork producers, one question that is always at the top of our minds is: How do we increase demand and consumption?

The National Pork Board is working hand in hand with retailers, including Fareway, Cub Foods, Walmart, and beyond to bring more variety to grocery stores, especially in the meat case. As consumers look for flavorful, innovative, and convenient meals, the pork industry is determined to meet that demand. Bringing lesser-known cuts or products to consumers' plates, while also making them convenient, is a key priority.

The question is how do we get these cuts or products on consumers' plates, and what is the value added?

In May 2025, the National Pork Board launched its campaign, **Taste What Pork Can Do®**, to create awareness for shoppers and strengthen relationships across retail and food service, while focusing on the younger consumer and building long-term demand for pork. They are focused on driving interest in cuts like ground pork, introducing smaller, air-fryer-friendly options for convenience, and merchandising pork in more relevant ways, with the goal of more consumers eating more pork, more often.

In 2026, there has been a push to highlight the following cuts or products: ground pork, Boston butt burgers, and coppa steak.

Ground Pork: Simple, Easy, and Versatile

Ground pork is a prime example of versatility within the pork industry and has shown a high growth opportunity for the market. As said by Neal Hull, Director of State and Regional Marketing at National Pork Board, "Ground pork has really allowed us to open the door to that younger consumer. As one of the most versatile and accessible proteins, it fits seamlessly into how consumers cook today."

Ground pork can be used year-round in many different recipes, including tacos,



Freshly ground pork, 80% lean, 20% fat.

smash burgers, pork meatballs, stir-fry bowls, fried rice, and just about anything you would make with ground beef.

Boston Butt Burgers: A Twist on a Classic Burger

The Boston butt burger is continuing to rise in popularity, made from ground pork shoulder. This is an easier way to cook and prepare the juicy and tender cut. Since the cut of Boston butt is highly marbled, it produces an incredibly tender and rich burger that stands out in consumers' households.

Fareway and the Iowa Pork Producers Association launched the Boston Butt



A meat case in Fareway Meat and Grocery, showcasing the Boston Butt Burger.

Pork Burger across 143 different stores in seven different states, Minnesota being one of them, in hopes to drive consumers to purchase the 6 ounces, ready to grill, patties.

Coppa Steak: A Familiar Cut but Something New

Using the same cut of a pork shoulder or Boston butt of a pig, you can create a Coppa steak. Coming from the Coppa muscle of the upper shoulder, a highly marbled and tender cut, otherwise known as the pork collar or even the money muscle. The Coppa steak has a rib-eye-like quality, and it can be pan-seared or even grilled.

The Coppa steak is quickly gaining traction on many different restaurant menus as it is only slightly more expensive than a pork chop but is extremely tender because of the high fat content, which protects the interior and locks in an abundance of meaty flavor that you'll love.



Grilled Coppa Steak with Chimichurri and Grilled Potato, recipe available on the Taste What Pork Can Do® Website.



Finding Value in Every Pig and Everything

Ground pork, Boston butt burgers, and Coppa steaks may look like different products and have very different uses, but they all have one thing in common. They all demonstrate how introducing new cuts of pork can help keep pork relevant and spark interest in today's consumers.

By using alternative fabrication techniques, separating muscles that have traditionally been sold together, finding value in muscles that have

previously gone to ground pork or other products, and even new cooking methods, we can make pork more appealing. These are ways these new cuts or products are becoming more mainstream. These cuts may not necessarily be new or a brand-new part of the pig. It may just be a new way of cutting, marketing, or even preparing a once familiar muscle.

The future isn't always about creating something new, but discovering new ways to maximize the value of every pig, while meeting the evolving needs of the consumer.

Read More About the Emerging Retail Trends Shaping Pork Demand Here:

<https://porkcheckoff.org/news/emerging-retail-trends-shaping-pork-demand/>

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THE CHOICE IS CLEAR





ONE MORE POUND: Believing We Can Grow Value and Volume

Excerpt from an article by David Newman, Ph.D., National Pork Board CEO

How can the pork industry capture more of consumers' growing appetite for meat? In this excerpt, National Pork Board CEO David Newman shares the opportunity to grow pork consumption by understanding younger consumers and making pork more relevant to how they eat.

It's no secret that meat is having a moment. On a recent podcast interview with me and Jennifer Shike at Farm Journal, Kansas State University ag economist Glynn Tonsor shared this stat:

In 2025, the average U.S. resident consumed 29 more pounds of meat than they did 15 years ago.

People are already increasing their meat consumption. For pork producers, the question is, how do we increase the amount of that meat that is pork?

Like any goal, we need two core elements for success:

- 1) Clarity on the target
- 2) Belief that it's possible

I believe we can increase the long-term value of pork – and deliver real value to producers by improving both the value and volume of pork consumption.

Why? Because the growth opportunity of adding even one more pound of consumption per person in the U.S. is significant. Not through discounts or deals. But through increasing consumers' desire and demand for our product.

Based on rough math of the U.S. population times one more pound and multiplied by the average market price of fresh pork, one more pound of pork equates to more than \$1.5 billion in incremental retail value – that's value on top of the current consumption level.



I often tell my kids that when I was young, we didn't use the word "billion" with a "b" very often. Yet, today, more than a billion dollars in incremental value could be realized with just one more pound of consumption.

But why should we, as pork producers, believe "one more pound" is possible? And if it's possible, how do we get there?

We're Relentless Pursuing the Consumer – and They Like Us

Through a combination of consumer and market research and strategy-driven marketing activities, we understand where we're winning and where we have opportunity. While younger generations like Gen Z and

Millennials currently eat less fresh pork, they love the flavor of bacon, sausage, pepperoni and charcuterie meats. Our opportunity now is to introduce them to the full product portfolio, but in a way that aligns with how they eat and the cuisine they crave.

This is a double-edged opportunity – in a good way. Offering and innovating pork options that work in air fryers, or new approaches to old favorites like the Boston Butt Burger, highlighting popular dishes like pork katsu (aka tonkatsu) [Figure 1], and evaluating new carcass cuts like the Coppa create opportunities for increased carcass utilization and value, too.

We can make pork more relevant to the younger consumer and improve the value of the whole hog. Talk about a win-win.

Read the full article at:
<https://porkcheckoff.org/news/one-more-pound-grow-value-and-volume/>.



Figure 1. Pork Katsu (Tonkatsu) A Japanese-style breaded pork cutlet, katsu is one example of how familiar pork cuts can show up in globally inspired dishes.



PORK KATSU

Servings: 3 | Prep Time: 15 minutes | Cook Time: 15 minutes | Cuts: Pork Chops

Ingredients

- 1 ½ lb NY pork chops, boneless (about 4 chops)
- 2 cups panko bread crumbs
- 1 cup flour
- 2 ea eggs, beaten
- To taste salt and black pepper
- As needed cooking spray
- ½ cup ketchup
- 2 Tbsp soy sauce, low sodium
- 1 Tbsp Worcestershire sauce
- 1 Tbsp mirin
- 1 Tbsp brown sugar (optional)
- ½ tsp garlic powder
- ½ tsp ground ginger
- 4 cups cooked sushi rice
- 18 leaves napa cabbage (optional)

Directions

1. One at a time, place boneless chop into a plastic bag and use a flat mallet to pound pork to ½ - ¾-inch thickness.
2. Place the flour, eggs, and panko into three separate shallow bowls or containers. Season each with salt and pepper.
3. Bread pork chops by first coating in flour, then beaten eggs, and then panko, ensuring each layer is fully coating the pork. Repeat for each chop.
4. Preheat air fryer to 400°F for 3-5 minutes.
5. Spray chops on both sides with cooking spray and place in an air fryer, roughly 3-4 chops at a time to ensure there isn't overcrowding. Air fry, about 10-12 minutes flipping halfway through, until pork reaches an internal temperature of 145°F. Allow a 3-minute rest.
6. While pork is cooking, whisk together ketchup, soy sauce, Worcestershire sauce, mirin, brown sugar if using, garlic powder, and ground ginger to make tonkatsu sauce. Set aside.
7. Allow pork to rest 5 minutes after air frying and slice. Serve over rice and with napa cabbage leaves if desired and top with a drizzle of tonkatsu sauce.

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What's in it for me?

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How it works

- **Complete the Pork Cares Farm Impact Report:** Confidentially and securely capture the sustainable practices already in place on your farm.
- **Receive financial and technical support:** Unlock direct incentives and expert advice for implementing sustainability initiatives.
- **Stand out to stakeholders and contribute to a positive industry story:** Use your report to demonstrate your farm's commitment to sustainability, boosting your market presence.

Ready to reap the benefits?

Request your Pork Cares Farm Impact Report today and unlock support for your farm.

Get started at porkcheckoff.org/pork-production-management/sustainability

