

Real Pork Delivers on Nutrition, Taste & Convenience

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WHO WE ARE

As an industry, we believe:

Pork is an important part of a healthy, balanced, **NUTRITIOUS** diet

Pig & crop farming are **SUSTAINABLE**

The **ETHICAL** treatment of our people and animals are key to a resilient food system

National Pork Board's Purpose:

We build trust – through our industry's We Care® principles – and add value to U.S. pork by doing what's right for people, pigs and the planet.

ORGANIZATIONAL VALUES

- Consumer focused, Producer led
- Trustworthy
- Integrity
- Passionate
- Agile



We Are: 100% REAL Pork

- We are real farmers



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- We are real farmers on real farms



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- We are real farmers on real farms raising real pigs



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- We are real farmers on real farms raising real pigs producing real pork that is real nutritious and real sustainable



The Skinny on Pork

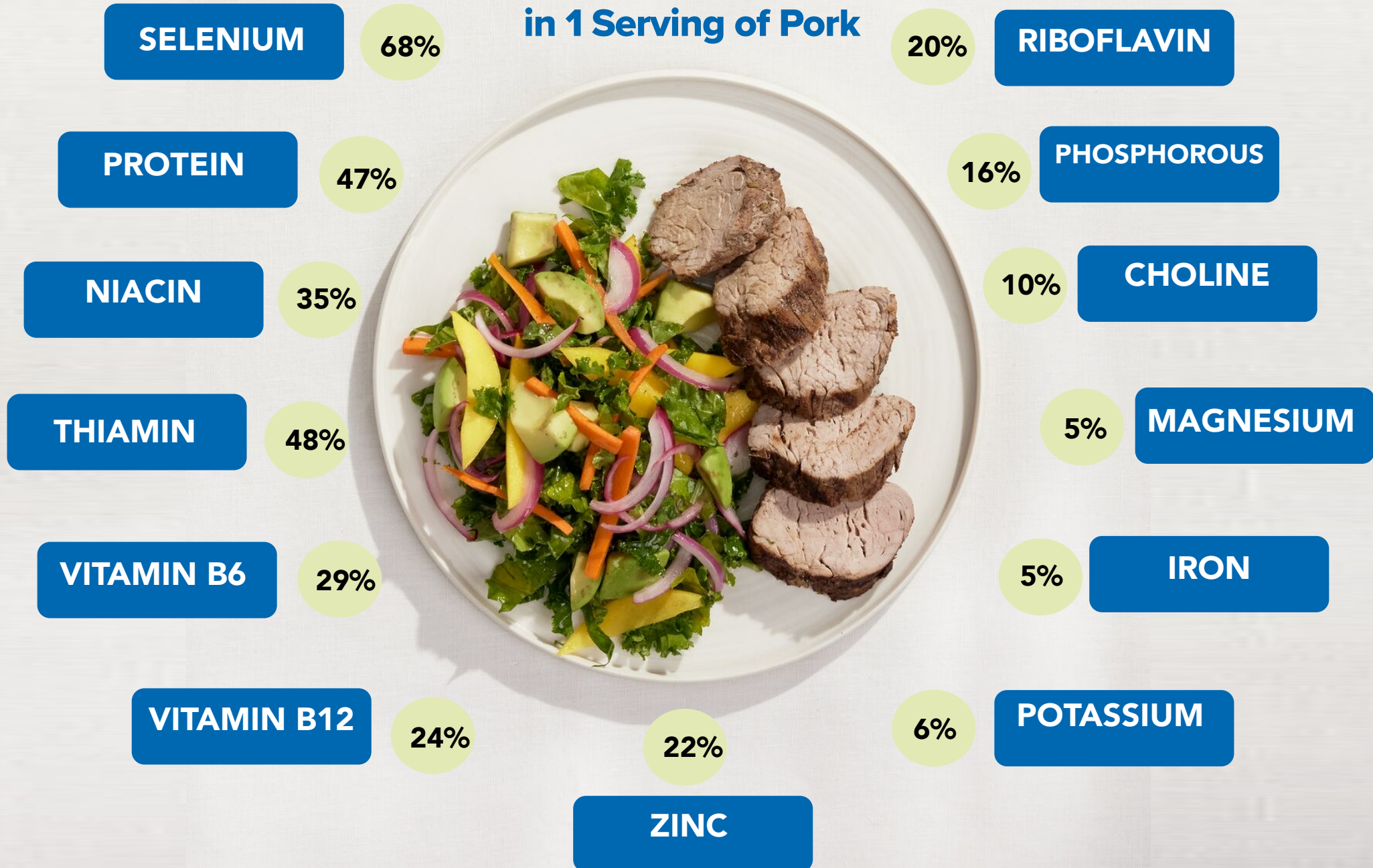
Pork tenderloin is as lean as boneless, skinless chicken breast

The seven most common pork cuts are 16% leaner than 25 years ago

Saturated fat has dropped 27%

45% of the fat in pork is monounsaturated

Daily Value of Nutrients* in 1 Serving of Pork



← Pork

Convenience: Expand Your Culinary Chops

- Numerous cuts offer a plethora of tender and juicy dining options that are adaptable to just about any recipe
 - Chops
 - Tenderloin
 - Ribs
 - Belly
 - Shoulder
- Pork is adaptable to many cooking methods
 - Grilled
 - Smoked
 - Roasted
 - Air-fried
 - Sous vided
- Pork offers consumers a multipurpose protein that's perfect for any meal
- Friend to all foods



Taste: Expand Your Culinary Chops ^{< Pork}

- Pork's delicious flavor can be incorporated into a variety of cuisines
 - Asian
 - Southwest
 - Italian
 - Mediterranean
 - Latin
 - and more!
- Pork is a savory protein with a delicious natural flavor that can be accentuated by a wide variety of marinades, dry rubs, sauces and cooking methods.
 - Spicy
 - Sweet
 - Mild
- Culturally-specific pork recipes are developed throughout the world, making pork a key source of protein and nutrients in the global food culture.





INTRODUCING...

PORK & PARTNERS

A community built for health professionals to help build their knowledge, grow their skills and network with peers.

Partners will have access to:

- 🎓 exclusive FREE continuing education opportunities
- 🎉 exciting events
- 🍽️ featured recipes and content
- 📄 patient-facing materials like evidence-based handouts and research

Visit pork.org/porkandpartners



Consumer Focused. Producer Led.

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