

# Pork Industry Honors Innovation With Consumer's Choice Pork Awards<sup>TM</sup>

(NAPSA)—We are what we eat, or perhaps more accurately, we eat how we are (living, that is). Turning this old adage on its ear says a lot about the food industry and food experts' constant quest to understand consumers and how they make food decisions. America's pork producers have uncovered new insights with the results of their first-ever pork awards program.

The National Pork Board, the producer-funded organization behind the "Pork. The Other White Meat." campaign, has announced the winners of the inaugural Consumer's Choice Pork Awards. Designed to recognize the most innovative new products, the awards program offered a jury of consumers an opportunity to select the best of class.

According to "TODAY" show food trends editor Phil Lempert, the "Supermarket Guru," U.S. pork producers have consistently offered something different because of a proven insight into consumer needs that has driven a quest for innovation.

"The pork industry has demonstrated that they're listening to consumers," Lempert says. "Through their history of innovation—from breeding leaner hogs to developing marketing programs that speak to current lifestyle trends—America's pork producers have delivered high-quality products that fit a variety of consumer needs."

## Call for Excellence

To be awarded annually, the Consumer's Choice Pork Awards recognize supermarket products that are scored by consumers for good taste, a fit for busy lifestyles, overall product appeal and likelihood of purchase. For the inaugural awards program, the National Pork Board called for nominations from consumers, industry experts and retailers across the country to find the latest pork products that reflect



shoppers' lifestyle needs. More than 50 entries were submitted for consideration, with new convenient products ranging from pre-cooked bacon, ribs and barbecued pulled pork to pre-seasoned and sliced pork roast.

"As a pork producer, I've always been committed to raising a product that will meet the needs of families," says Steve Schmeichel, a pork producer from Hurley, S.D. "Having the National Pork Board recognize the importance of innovation by rewarding the best new pork products helps ensure that producers and manufacturers will continue to keep their ears to the ground and listen and adapt to what consumers need."

## And the winners are...

An industry expert panel narrowed down the qualifying Consumer's Choice Pork Award nominations to a pool of 10 finalists, and a jury of consumers selected the top five most innovative pork products. The winning products are:

- **Homestyle Seasoned Pork Roast with Gravy** (John Morrell & Co and RMH Foods, LLC) was selected based on its winning combination of home-cooked flavor and convenient 10-minute preparation time.

- **Genuine Pulled Pork Bar-B-Que Slathered with Dinosaur Bar-B-Que Sauce** (Dinosaur Bar-B-Que) was recognized for its authentic barbecue taste and hassle-free, heat-and-eat preparation with only two minutes cooking time required in the microwave.

- **Pork Chop on a Stick** (Iowa Quality Meats, LTD) was not only a winner for its flavor, but also for its ease of storage with individually wrapped pork chops.

- **Ready-to-Serve Bacon** (Oscar Mayer Division, Kraft Foods North America) was a favorite among consumers because it is fully cooked and ready to serve or warm in the microwave for adding flavor to sandwiches or salads.

- **Thomas E. Wilson Italian Seasoned Pork Roast** (IBP, Tyson Family Food Company) was chosen because of its ease of preparation—it's pre-seasoned and pre-sliced—with a cooking time that can be as little as five minutes.

## Connecting with Consumers

In today's marketplace, consumers with busy lifestyles want it all: taste, convenience and healthful meals.

"There is not one motivator that drives Americans' shopping and purchase decisions. The versatility among these winning products reveal that America's pork producers understand the needs of today's consumers," says Lempert. "The Consumer's Choice Pork Awards winners demonstrate to consumers—from the busy mom who needs to get dinner on the table in less than 20 minutes, to the novice cook who doesn't know the difference between baking and broiling—that they don't have to sacrifice great taste for convenience."

For pork recipes and information, visit the National Pork Board's newly redesigned Web site at [www.otherwhitemeat.com](http://www.otherwhitemeat.com).