TASTE WHAT PORK CAN DO.™

REINVENTING PORK FOR THE FUTURE

David Newman
SVP, Market Growth,
National Pork Board

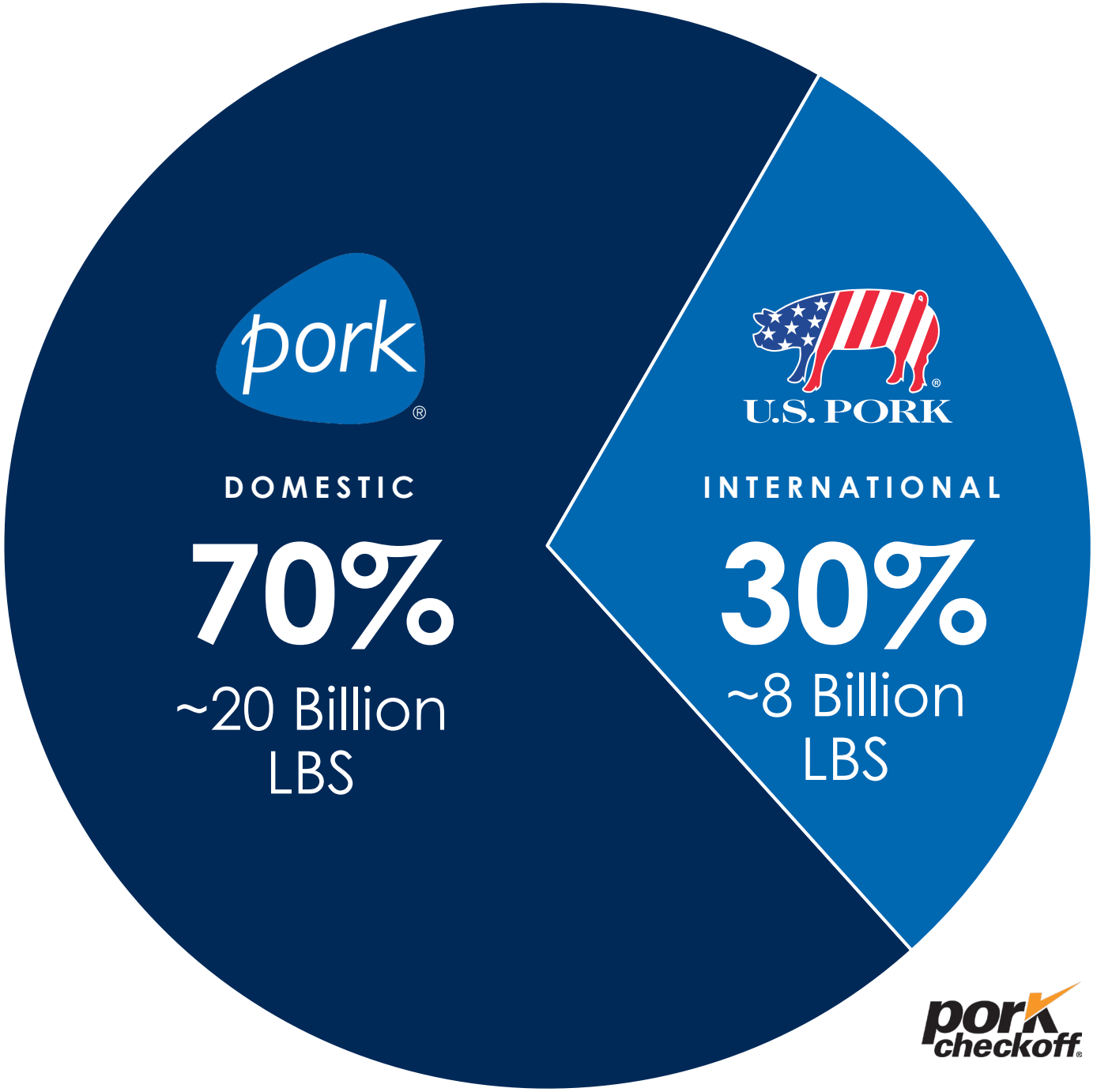
August 2025


pork
TASTE WHAT PORK CAN DO.™


Producers
demand
a focus on
DEMAND.
pork
checkoff

Total Global Production **Landscape**

Why Marketing **Matters**



Source: USDA Foreign Agricultural Service

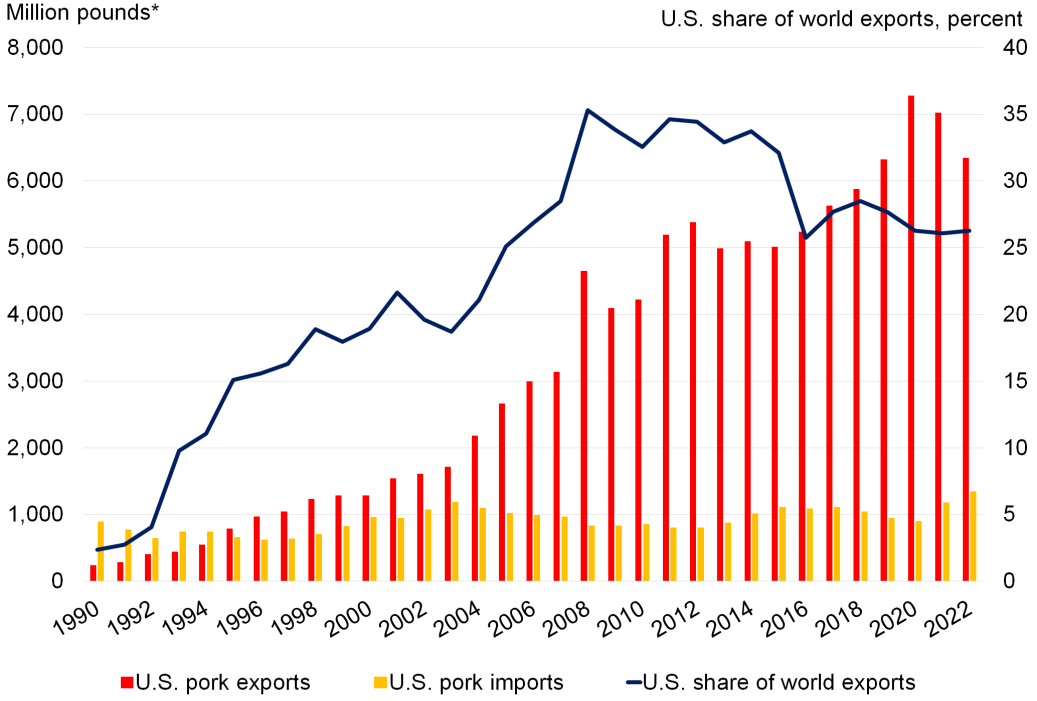
NPB Three-Year **Strategic Plan Goals**

Focused Approach

- Drive and increase the **long-term** value of pork
- State pork associations and their producers are better able to anticipate and adapt to continuous change
- Improve the lives of our pigs and our people

U.S. Pork: Global Journey

U.S. pork export and world export shares, 1990–2022



* = Carcass weight equivalent.

Source: USDA, Economic Research Service using USDA, Foreign Agricultural Service, *Production, Supply and Distribution* database.

U.S. PORK™

pork checkoff®

Domestic Demand Journey

1985-2005 — The Other White Meat®

2005-2011 — The Other White Meat® Don't be blah.™

2011-2017 — Be inspired®

2018 — B2B Approach

2019 — Multicultural Marketing Push

2020 — Build Trust & Add Value

2021 — Nutrition & Insights to Action

2022 — Ground Pork Focus — PONLE PORK.

2023 — Segmentation Research

2024 — Consumer Connect

2025 — New Brand Launch — TASTE WHAT PORK CAN DO.™

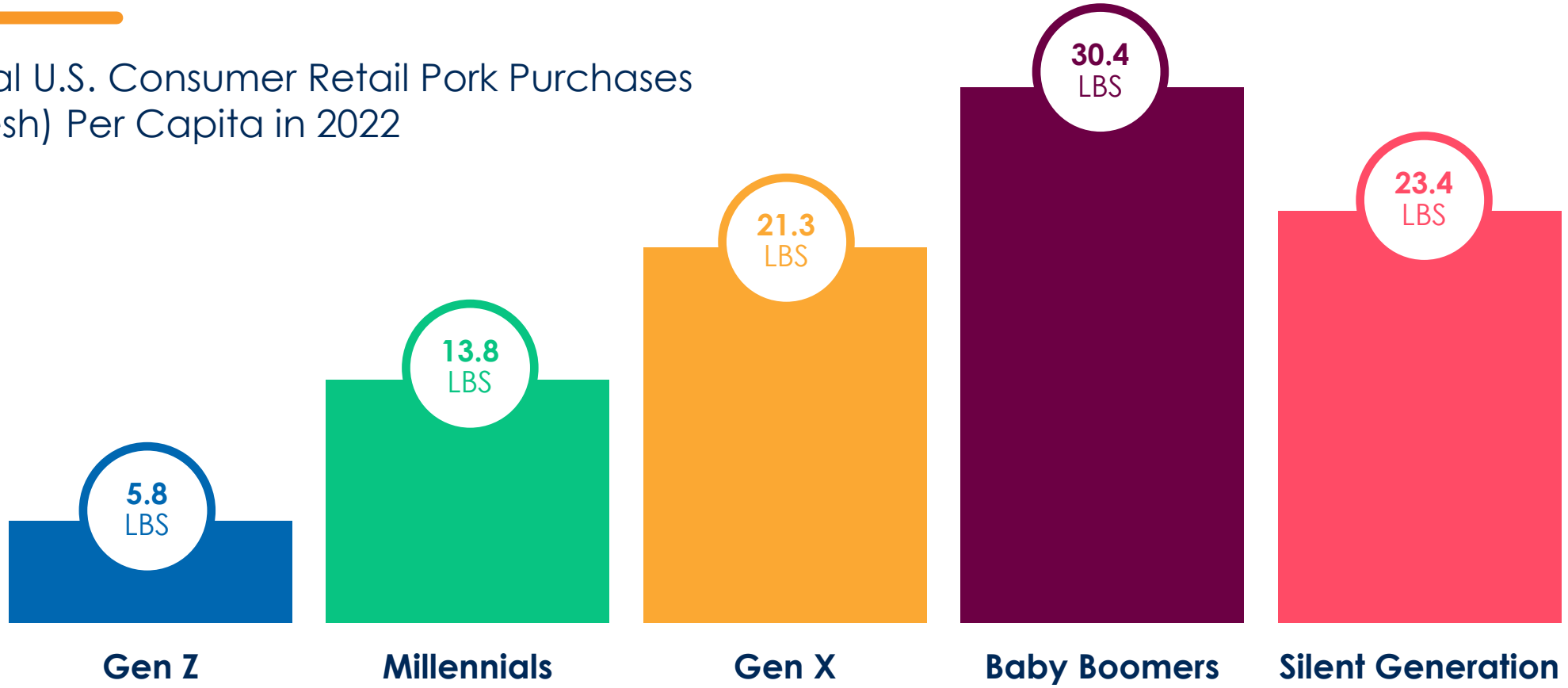
YOU ARE HERE

U.S. CONSUMPTION

Then vs. Now

Younger Americans
Eat Pork Less Frequently

Total U.S. Consumer Retail Pork Purchases (Fresh) Per Capita in 2022



Source: NPB Checkoff-Funded Proprietary Research, Circana, Point-of-Sale Data, 2023.

Once-in-a-Generation **Crossroads**

CATEGORY

First in the world. Third in the U.S.

CONSUMER

Gen Z & Millennials crave **taste and flavor, balance, convenience and versatility**.

PRODUCT

Pork is seen as "occasion only" or value-based meat.

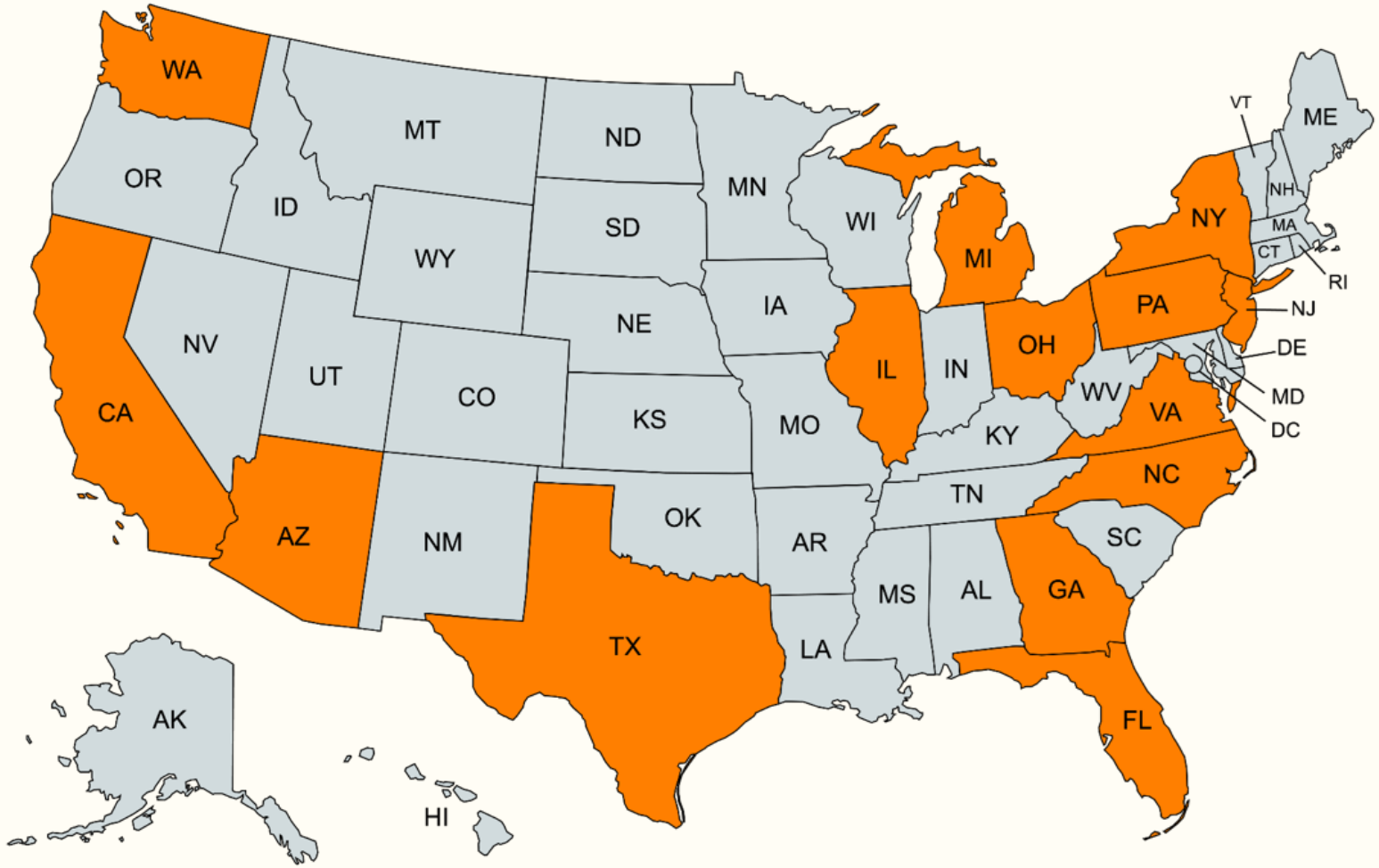
pork checkoff

The Future Consumer Is **Diverse and in Charge**

10 States Account for **50%** of the
U.S. Population and Fresh Pork Consumption

Source: U.S. Census (3-year population trend by region), Circana (3-year trend of pork consumption [lbs])


pork
TASTE WHAT
PORK CAN DO.™



ADVERTISING THAT MAKES AN IMPACT

- Consumer marketing that's focused on states with high pork consumption.
- State-level shopper marketing activation with national media partners.
- In-store activation with key retailers.

MULTILEVEL SUPPORT

The Master Brand Platform & Campaign

Serves the industry & category

pork TASTE WHAT PORK CAN DO.™

State Marketing

Serves the producer community (B2B & B2C)

Retailer/FS Operator Marketing

Serves the community and shopper

Brand Campaigns & Brand Taglines

Serves the producer community (B2B & B2C)

JBS

SEABOARD foods

CLEMENS FOOD GROUP

VILLARI

Johnsonville

Hormel Foods

Tyson Foods

LEIDY'S
PREMIUM MEATS

Smithfield

The Consumer

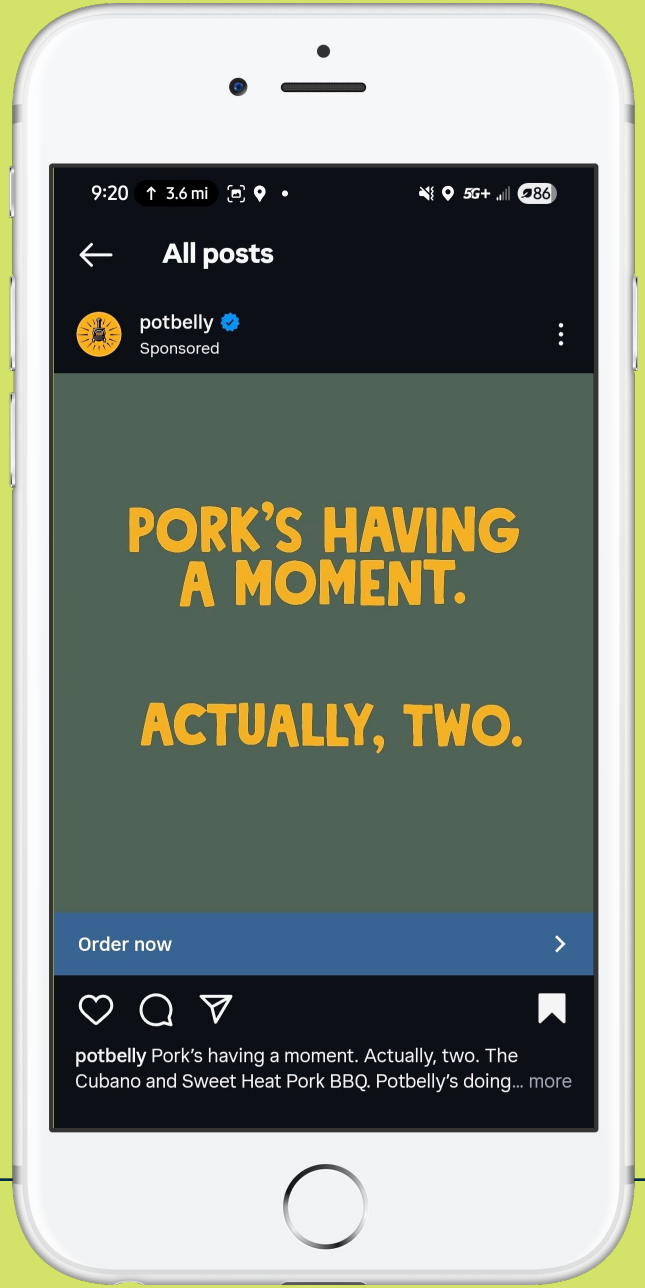
Fareway's Enthusiastic Commitment

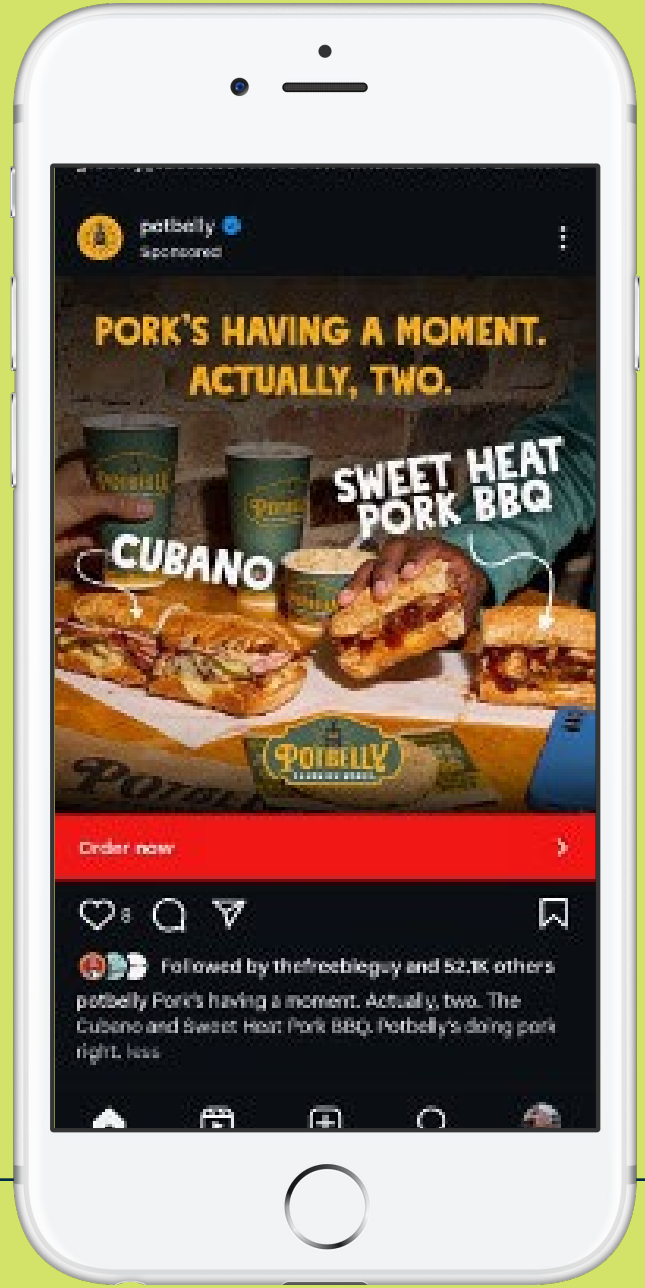
Schnuck's First Retail Ad With Logo

pork TASTE WHAT PORK CAN DO.

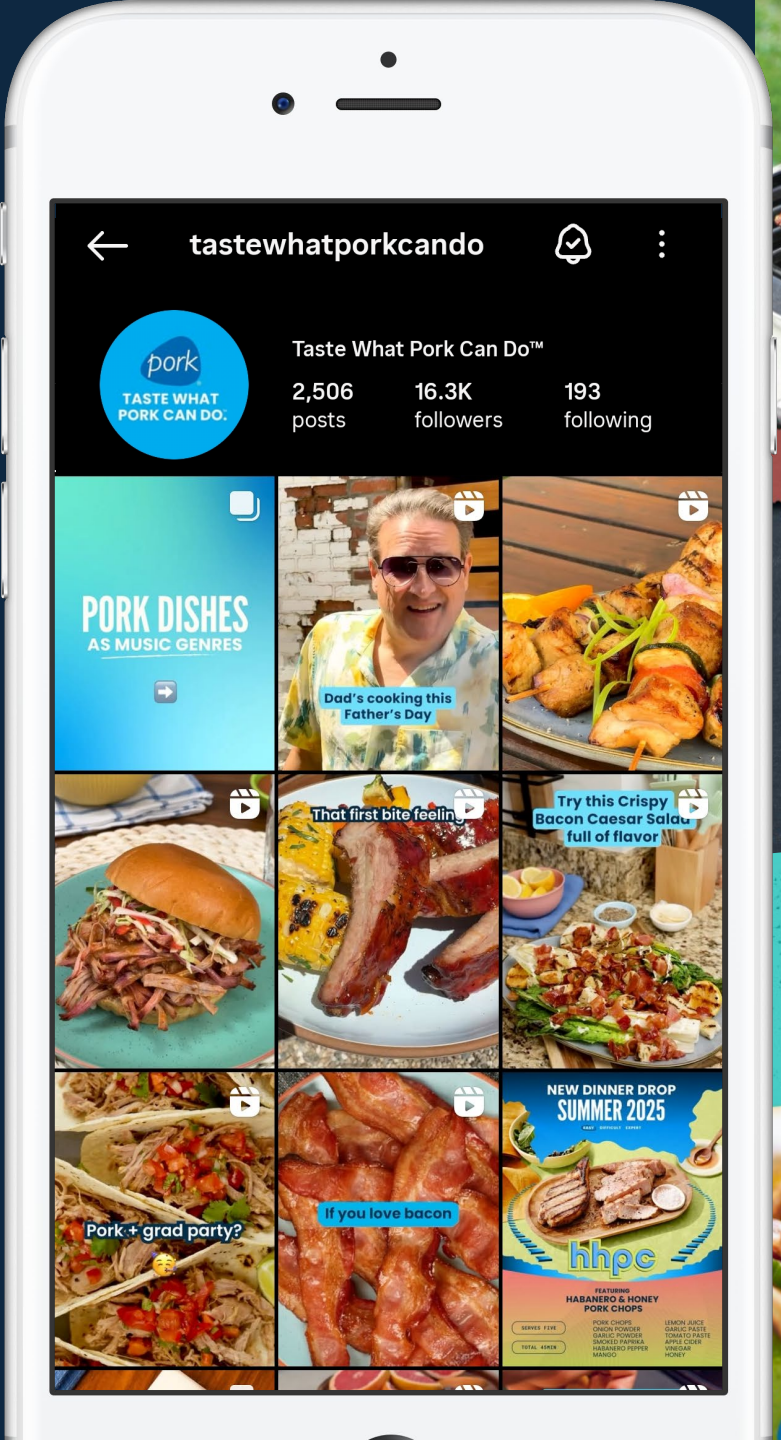
We Started It

THEY'RE RUNNING WITH IT





pork TASTE WHAT PORK CAN DO.


tastewhatporkcando
Taste What Pork Can Do™
2,506 posts
16.3K followers
193 following
PORK DISHES AS MUSIC GENRES
Dad's cooking this Father's Day
That first bite feelin
Try this Crispy Bacon Caesar Salad full of flavor
Pork + grad party?
If you love bacon
NEW DINNER DROP SUMMER 2025
hhpc
HABANERO & HONEY PORK CHOPS


KICK OFF THE FLAVOR.
pork TASTE WHAT PORK CAN DO.
PA PORK
BROUGHT TO YOU BY PENNSYLVANIA'S PIG FARMERS.
RED RIVER RANCH ALL-NATURAL PORK
ALL NATURAL • HAND
TASTE THE S
PREMIUM P
BUDGET PI
LIMITED TIME
HOT HONEY
PULLED PORK SANDWICH
PERFECTLY PULLED PORK, SPICY BARBECUE SAUCE, HONEY, & PICKLES
DICKEY'S BARBECUE PIT
pork TASTE WHAT PORK CAN DO.
NEW!
PORK BELLY BURNT ENDS
A half pound of hickory-smoked, crispy fried pork belly cubes, tossed in sticky jalapeño-honey glaze and topped with pickled red onions
MAKE IT A FOUNDER'S PLATE AND SAVE!
pork TASTE WHAT PORK CAN DO.
GET T
RECI
KNOCK P
OUT OF THE PARK
Recipes, tips, giveaways, & more!
pork TASTE WHAT PORK CAN DO.
SEE WHAT'S COOK
pork TASTE WHAT PORK CAN DO.™
Golbon Protein Advantage, in conjunction with the National Pork Board, is happy to announce our next group pork promotion open to all Golbon members with qualifying commodity pork and bacon items billed through Golbon Protein Advantage.
Contact Mark Hotchkiss at GPA to register.
Mark-Hotchkiss@golbon.com
Promo Dates:
June 1, 2025-July 5, 2025
Qualifying items:
All fresh pork and bacon billed through Golbon Protein Advantage.
Minimum growth to qualify:
Distributors must attain at least a 15%
99
pork
ASTE WHAT
RK CAN DO.
BLT
ON GRILLED SOURDOUGH WI
GARLIC AIOLI
Montana pork PRODUCERS COUNCIL
montanapork.org


pork
TASTE WHAT PORK CAN DO.™

WHAT CAN **PORK DO?**

ADAPT to multiple cuisines, eating experiences and recipes

ENHANCE with rich flavors

DELIVER lean protein

EMPOWER home and professional chefs

CREATE CONNECTIONS through gatherings, celebrations, etc.