

Contact: Pamela Johnson
Pork Information Bureau
515-223-3528
pjohnson@pork.org

Caroline Thomas
Weber Shandwick
312-988-2305
cathomas@webershandwick.com

Bring Value to Your Table With Pork

With October being National Pork Month, there's never been a better time to celebrate healthy, convenient, delicious pork than right now. This fall, enjoy good deals *and* easy meals you only get with pork ... and bring home a great American value for your family.

Try these simple tips and recipes from America's pork producers and The National Pork Board to make sharing pork with friends and family deliciously fun!

1. ***In Season, In Budget*** – The Moore family in North Carolina take comfort in dishes using flavors, fruits and vegetables of the season. **Not only will seasonal ingredients be ripe and delicious, but they'll also likely offer a better value.**

As you plan your week's meals, look for recipes that use ingredients in-season. The Moore's recipe for "Comfort Country-Style Ribs," uses red cabbage and apple — produce that's in-season this fall — to create a hearty, satisfying comfort food.

2. ***Down-Home Deals*** – If you're thinking "to taste that good, it must be expensive" — think again. The Keppy family's "American Pride Pork Chop" is proof that **for a good meal, you need only turn to your pantry and pork.**

You can create your own rub with spices you already have, like pepper, cayenne, and chili powder, for example, and avoid the cost of buying new ones. Pair with an in-season vegetable and you'll have dinner for mere dollars.

3. ***Everyday Occasion*** – Tenderloin is one of the leanest pork cuts available. **As it often comes packed with two, pork tenderloin also is a good cut to stock since one can be wrapped and frozen for a future meal.**

The next time pork tenderloin's on your list, try the Kaffenbarger family's "Heartland Honey-Mustard Pork Medallions," which pairs honey-mustard marinade and corn flakes for a crunch your kids will love.

4. ***The More the Merrier*** – Food is best enjoyed with a group of loved ones. **The next time you entertain or want to stretch a meal, turn to value cuts like pork shoulder, which feed a crowd without breaking the bank.**

"Southwestern Green Chile Pork Roast" serves eight and is perfect for large gatherings since it can be roasting in the slow-cooker while you're entertaining. Plus, when feeding just the family, there's enough for leftovers the next day.