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## **Pick Up Pork: The All-American Value for Fall** ***Celebrate National Pork Month with Meal Ideas From Hard-working U.S. Pork Producers***

**DES MOINES, Iowa (Oct. 7, 2009)** –Pork is the most consumed meat in the world<sup>1</sup> and American pork producers take pride in producing a food they feed their own family, as well as many families worldwide. With bargains in the meat case due to large supplies, there's never been a better time to enjoy delicious and nutritious pork. From farm to fork, U.S. pork producers provide good food at a great value for families nationwide.

In fact, this fall, shoppers looking for ways to stretch their food dollars will find that, pound for pound, pork continues to be one of the most economical buys in the meat case with average retail prices down slightly from a year ago<sup>2</sup>. From pork shoulder to chops to ribs, there are numerous, affordable options to choose from. And with the versatility in cuts available, the meal options are endless.

### **From Farm to Table**

In celebration of the hard-working producers who help put delicious and affordable pork on America's plates, The National Pork Board asked three producers to share their own favorite, budget-friendly meals. Greg Kaffenbarger (Clark County, OH), Henry Moore (Clinton, N.C.) and Loren Keppy (Durant, IA) are all proud to be pork producers and come from families that have been involved in pork production and farming for generations.

"Like most families today, we look for ways to save whenever possible, said Kaffenbarger. "As a producer, I feel good knowing the variety of pork cuts we provide allows folks on a tight budget to feed their families a quality meal without breaking the bank."

His family's recipe for **Heartland Honey-Mustard Pork Medallions** offers a true taste of the heartland, with a honey mustard marinade and corn flakes for a deliciously tasty crunch adults and kids love.

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<sup>1</sup> USDA-Foreign Agriculture Service, 2005

<sup>2</sup> USDA-Economic Research Service, September 2009

The Moore family's **Comfort Country-Style Ribs** is another satisfying comfort dish perfect for chilly fall nights. Both recipes use affordable cuts of pork.

For the Keppy family, providing an affordable product is just one part of the equation.

"I get excited to know that the pork from our farm helps nourish many families across this country, including my own," said Loren Keppy. "I'm proud to be a fourth generation pork producer and provide healthy food that people enjoy and feel good about serving to their loved ones."

His family's recipe for **American Pride Pork Chops** is a healthful meal option since it uses lean chops. While loin chops are one of the six lean pork cuts available, several of the most common cuts of pork are 16 percent leaner than they were nearly 20 years ago – largely because of improved practices by producers committed to creating a healthier product.

### **Get Connected with Pork**

For recipes like those from the Keppy, Kaffenbarger and Moore families, along with cooking tips and ways to save, visit [TheOtherWhiteMeat.com](http://TheOtherWhiteMeat.com). While there, download the new, **FREE "Pick Up Pork"** brochure to share with friends and family. The Web site just received a "makeover" and its new look makes solving dinner dilemmas even easier. Try these ways to connect, too:

- **Follow On Twitter** – Check out what the National Pork Board is up to by following @allaboutpork. Read tweets about the latest pork news, chef-inspired meal ideas, fun promotions and even giveaways.
- **Become A Facebook Fan of The Other White Meat Campaign** – See pictures and fun information on the people behind pork (the producers!), recipes and giveaways. Plus, engage with other pork-friendly fans.

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### **About The National Pork Board**

The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, technology, swine health, pork safety and environmental management.