

# YOUR CHECKOFF DOLLARS IN ACTION



## Grocery Store News

### HyVee Hy Vee Promotes Pork in Seasons Magazine

Hy-Vee had 17 pork centric features in their July-August Seasons magazine with \$0 cost to Illinois pig farmers and their families. July featured Americas chops/specialty chops, filet mignon, prime rib chops, double bone, and Tomahawk. August featured brats for a limited time offer.



### IPPA and Jewel Osco Partner on Labor Day Promotion

IPPA and Jewel Osco partnered on a Labor Day weekend promotion at 185 stores in the Chicago area. The offer included .50 off boneless or bone-in pork chops. The incentive will be communicated in Jewel's metro circular (3.5 million circulation), in the suburban Daily Herald (85,000 circulation), and a profile targeting Facebook ads (300,000 impressions).



### In-Store Demos Scheduled at Pete's Market

IPPA partnered with Pete's Market to showcase in-store demos of pork tenderloin in all 17 stores in the Chicago area August 27th-September 8th. Seaboard provided the fresh pork. The National Pork Board provided retail cut posters with the Pete's Logo on them.



### New Item Innovation Featured at IL Moto Mart Convenience Stores

IPPA is sponsoring a new item innovation of St. Louis made pizzas (sausage, pepperoni, and pork centric breakfast) at 44 Moto Mart convenience stores in Illinois starting September 7. The promotion will run indefinitely. The label features both IPPA and Moto Mart's logos. In addition to fresh in store-take away, customers can purchase via Snap-Link the first week of each month.



### Cross Promotion of Pregame Pork Tailgate Recipe & Tony's Fresh Market to be Featured in Chicago Bears Season Preview Yearbook



IPPA will feature a pregame pork burger tailgate recipe highlighting ground pork and driving the consumer to 21

Tony's Fresh Market locations for their game day pork grilling needs via a QR code. The preview is available at all home games at Soldier Field and throughout the metro Chicago region, and digitally on the Chicago Bears official web site.



## IPPA Sponsors Pork & Cork Festival



IPPA sponsored the July 8th Pork and Cork Festival in Sainte Marie.

Porky mac was a new menu item featured. Community Co-Op funds were utilized for the purchase of pork that was served.



## IPPA Sponsors St. Jude Memphis to Peoria Run in August

IPPA sponsored the largest St. Jude Memphis to Peoria Run in 42 years, August 2-5. IPPA funded approximately 120 lbs. of thick cut bacon for breakfast for runners and chefs. Alwan and Sons Meat Co. supplied the product.



## IPPA Traeger Pig Smoker Giveaway Entries End on 10/6

IPPA launched a Traeger pig smoker giveaway contest on July 1st! Simply purchase at least \$10 of pork then upload a scanned copy or cell phone picture of the receipt to be entered. The entire receipt, including the date, must be shown. Limited to one entry per person. Entries will be accepted July 1st – October 6th at 12:00 AM CST, for pork purchases made between July 1st – October 6th, 2023. The giveaway was promoted at the Illinois State Fair with a QR code to enter. See our social media or web site for the entry form. The winner is responsible for picking-up the smoker at the IPPA office in Springfield by the end of the year.



## Back for Thirds: IHSA Pork & Pigskins State Championship Returns

The Illinois High School Association (IHSA) and the Illinois Pork Producers announced the third annual Pork & Pigskins State Championship on August 3rd, as the IHSA and Illinois Pork Producers team-up to find the state's best concession stand pork fare.

The first two editions of Pork & Pigskins crowned the top pork chop sandwich in the state, but the contest is expanding this year to include any pork products that our grillers serve on gameday. Info on how to enter was posted on IHSA.org, IHSA, and IPPA social media on August 14.

The 2023 competition will follow a similar format from 2022, as the contest will feature a mix of online fan voting and special guest judges. The Savory 16 will be determined via online voting, at which point guest judges will flock to games around the state to sample the food. The state champion will be announced on October 21 and then recognized at the 2023 IHSA Football State Championships on November 25 at Hancock Stadium on the Illinois State University campus in Bloomington-Normal.



## Chicago Social Media Influencers Learn about Animal Welfare, Sustainability, and Innovation

Illinois Farm Families hosted six Chicago-based social media influencers who embarked on an eye-opening journey to three Illinois family farms in Kane County on July 22nd, gaining insights into the practices that make them careful stewards of the land. In addition to seeing a grain, beef and dairy operation, the group watched "The Amazing Pig" video which allowed the influencers to gain in depth knowledge about raising pigs and the intricacies of pork production in the U.S. They also explored pork production with Carrie Pollard, a hog farmer from Rockford, IL who answered questions about pig farming.



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