

YOUR CHECKOFF DOLLARS IN ACTION

Grocery Store News



IPPA Sponsors Hy-Vee 3-Day Mega Meat Sale

IPPA co-sponsored Hy-Vee's 3-day Mega Meat Sale that took place March 1-3. Multiple pork cuts, including pork tenderloin, were on sale. Hy-Vee also offered a fuel saver on a pork purchase, such as "Purchase \$20 worth of pork and receive 10 cents off fuel saver".

New Partnership with Berkot's Super Foods Generates Increased Sales from IPPA Promotion

IPPA launched a new partnership with Berkot's Super Foods in February. The activation included the new National Pork Board's nutritional messaging, highlighting the pork tenderloin with a QR code to a recipe and a digital coupon on Berkot's web site for the pork cut. For the week the promotion ran, 5,884.86 lbs. of pork were sold, generating \$9,567.78 in sales which is a 496% increase in sales YOY and 18.5% increase YOY in lbs. sold.



brookhaven
MARKET

Cermak
FRESH MARKET

FRESH FARMS

LEWIS
Fresh Market

Valli
INTERNATIONAL FRESH MARKET

SUPERMERCADO
TAMPICO

Driving Demand with New Grocery Retailers

IPPA Director of Marketing, Kim Hamilton, visited potential new grocery retail partners in the Chicago area in March and discussed new ways to help promote pork in their stores. Four of the stores Hamilton visited expressed interest in working with IPPA to kick off grilling season by promoting pork.



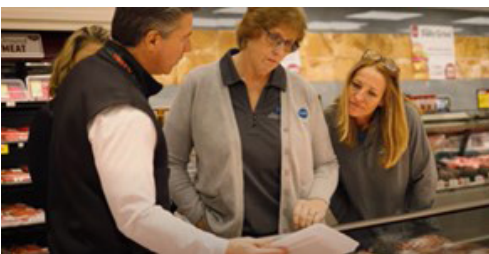
Food Industry News Foodservice

On March 4, IPPA participated in the Food Industry News Foodservice event at Moretti's in Edison Park where IPPA Director of Marketing, Kim Hamilton, met with chefs, restaurant chains, manufacturers, and food industry contacts. One of the contacts made was Témoc Morfin, CEO & founder of Cilantro Taco Grill, who has 16 restaurant locations in the Chicago area, one tortilla factory, and a growing line of retail food products. The franchise is expanding with locations in Texas and CA. Celebrity, Pit Bull, is an investor in this restaurant group.



Performance Foodservice-Chicago Show

IPPA participated in the Performance Foodservice-Chicago Show in Schaumburg, March 6. Performance Foodservice is the 2nd largest food distributor in the country. The show was heavily attended by over 1,000+ attendees who represented over 600 independent restaurant operators. IPPA Director of Marketing, Kim Hamilton, and Illinois pork producers Brent Scholl and Darrell Stitzel, worked the IPPA booth where they promoted pork recipes for menu inspiration and had flyers on different topics related to pork, including how to identify different pork cuts and the nutritional benefits of pork.



Retail Store Tours

IPPA President, Cheryl Walsh, and former President, Pam Janssen, toured four different retail stores in Chicago in January to discover the differences in how pork is uniquely merchandised in each store to meet the needs of different consumers. The tour was filmed, and the video was featured at the National Pork Industry Forum in Chicago in March.

