

YOUR CHECKOFF DOLLARS IN ACTION



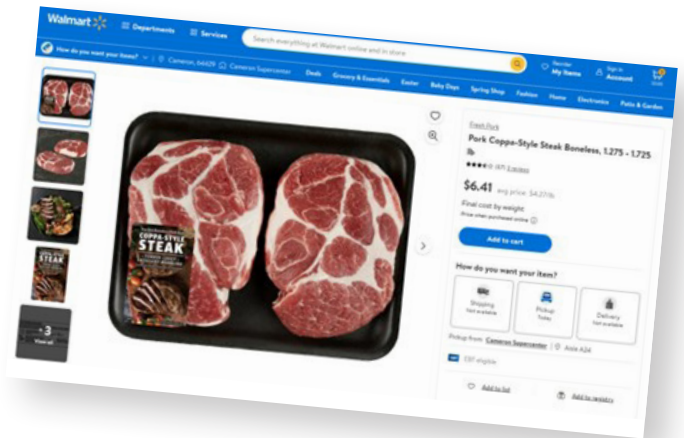
Grocery Store News

IPPA Forms New Partnership with Valli International Fresh Market

IPPA has formed a new grocery store partnership with Valli Int'l Fresh Market with two locations in the Chicago suburbs and two locations around the Rockford area. A grilling focused ad started May 22nd to promote the kickoff to BBQ season. The ad contains consumer messaging that leads with flavor and a QR code to pork recipes. Valli will feature savings on the pork tenderloin, pork butt, and pork spare ribs.

Wal-Mart Tests New Pork Item in 47 IL Stores

Walmart is testing a new pork item in 151 locations in MO, IL (47 locations), IA, IN, and KY. The item, a boneless pork steak cut from the CT Butt, includes the money muscle and is labeled as COPPA-STYLE STEAK, merchandised 2-steaks per package. The National Pork Board funded a 4-week campaign via the Chicory platform. The geo-targeted ads to consumers will be around the 151 stores to drive awareness, and by clicking "Shop Now" they will be directed to walmart.com where they can add the cut to their cart. Ads will be served based on keyword recipe searches.



IPPA and Berkot's Super Foods \$1 Meat Sale on Sausage/Brats Generates Sales Increase

IPPA and Berkot's Super Foods partnered in April to promote their \$1 meat sale the week of April 4-10 at their 15 stores. IPPA promoted their famous sausage and gourmet brats in multiple flavors for \$1 each or a 5 pack for \$5 in their print/digital ad. Messaging focused on savings for every budget. The partnership also included a social post with our logo and a QR code that customers scanned for a simple, budget-friendly, Italian Sausage with Herbs pasta recipe that showed how pork can be utilized as an ingredient. There was a 7,200 lb. lift from a regular priced week. The digital campaign generated 11,224 impressions from the social media post and 89,700 opened e-mails from two e-blasts.



IPPA Sponsors Jewel-Osco’s Mind, Body, Planet Program to Promote Health/Wellness of Pork

IPPA sponsored Jewel-Osco’s Mind, Body, Planet program to promote the health/wellness of pork at four Chicago area stores in April. In-store sampling featured ground pork in an Egg Roll in a Bowl recipe, along with signage promoting the National Pork Board’s “Surprisingly Pork” nutritional messaging. With social media, billboards, in-store signage, weekly ads, and more, the event reached 7.9 million consumers.



We are the 96 Campaign Wins Top Honors at the National Agri-Marketing Association’s National NAMA Awards

More than 500 entries were judged at this year’s National Agri-Marketing Association’s National NAMA Awards and the “We Are The 96” campaign was recognized with top honors in Kansas City including “The Corporation” TV spot, being selected as the overall Consumer Best in Show!

Consumer Category:

FIRST PLACE award in the Social Media category for the entire social campaign. FIRST PLACE award in the Ad Element category for the “The Corporation” TV spot featuring Chad Bell’s family.

MERIT award in the Website category for the WA96 website

Public Relations Category:

MERIT award in the Audio/Video Feature or Testimonial category for the WA96 Behind the Scenes video

DePaul Athletic Sports Dietician Promotes Ground Pork to Men’s Soccer Team

IPPA partnered with DePaul’s Athletics Sports Dietician who taught the DePaul men’s soccer team about cooking with ground pork during a recent cooking class. The team used ground pork to prepare the budget-friendly, Egg Roll in a Bowl recipe to refuel after training. IPPA was tagged in the Instagram reel.



IPPA Sponsors St. Jude Fundraiser

IPPA sponsored the April 27th St. Jude BBQ cookout fundraiser for the upcoming St. Jude Memphis to Peoria Run with 205 lbs. of pork shoulder for pulled pork sandwiches.



IPPA Partners with CHGO to Promote Pork to Chicago's Five Sports Teams

IPPA kicked off a new partnership in April with CHGO to reach younger pork consumers. 77% of the audience is under age 44 and 54% between ages 21-34. CHGO is a sports media outlet with the #1 podcast that covers all 5 Chicago sports teams in Chicago under one banner. Pork nutritional messaging will be featured on CHGO's daily podcast network, livestream broadcasts (Spotify, Apple Podcasts, Youtube). IPPA is also the sponsor of the Chicago Cubs postgame segment after every game. IPPA's influencer, Grilling with Dad, will participate in segments that air once/month during the summer to promote grilling with pork.

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