

YOUR CHECKOFF DOLLARS IN ACTION

Grocery Store News

Connecting Nutrition and Pork: Meijer Partnership

IPPA partnered with Meijer and neighboring state pork associations from Michigan, Ohio, Wisconsin, and Indiana to reach consumers through a health and wellness-focused promotion. Pork was featured during the Nutrition by Meijer event on February 28, where IPPA received placement on the event landing page, in targeted emails, and in the wellness booklet, along with brand visibility throughout the promotion. The partnership also included a virtual cooking demonstration on March 5 with a registered dietitian, moderated by Jeanette Merritt, Director of Communications at Indiana Pork, which was promoted during the wellness event. Lean pork cuts were highlighted on a shoppable page developed in coordination with Meijer's meat team and pork buyers.

Reporting will measure engagement from the event and cooking demo, along with changes in pork pounds and dollar sales during the three weeks before and after the campaign.



Game Day Promotions with Pete's Fresh Market

IPPA partnered with Pete's Fresh Market to feature pork during a Super Bowl-themed tailgate promotion aimed at reaching shoppers ahead of the big game. The promotion included a dedicated email sent to Pete's Fresh Market customers highlighting pork for game day meals. Building on that momentum, Pete's Fresh Market also planned a Pork and Pinot tasting event at four store locations, where a demo team will prepare pork tenderloin and share serving ideas with shoppers. These efforts help keep pork front and center during popular food occasions while giving consumers new ways to enjoy pork at home.



Easter Pork Promotion with Tony's Fresh Market

IPPA partnered with Tony's Fresh Market to promote ham and pork stew meat in the weeks leading up to Easter. Running from March 18 through April 7, the campaign highlighted both fresh and smoked ham along with stew meat through multiple shopper touchpoints. Pork was featured in Tony's weekly circular for three weeks, along with social media posts, a targeted email to customers, and prominent placement on the retailer's website and mobile app. Recipes from Illinois Pork — including slow cooker ham, a lentil pork bowl, and brown sugar ham — were also shared to give shoppers easy meal ideas and encourage pork purchases ahead of the holiday.

YOUTH & EDUCATION OUTREACH

Building the Next Generation of Leaders

Illinois Pork Industry Group (IL PIG): Second class completed - 10 students from Lake Land College graduated from the program

LEAP Program (2025): 1,800+ students reached - \$14,000 invested

Future Leaders: 3rd Class of leaders completed the two-year program

Youth Development & Career Pathways

~2k students reached
\$10k in scholarships awarded

- 250 YQCA codes distributed
- Attended 15 career fairs, colleges, and conferences
- New in 2025: IPPA registered the first Swine Animal Care Technician Apprenticeship with the U.S. Department of Labor, partnering with five Illinois community colleges.



COMMUNICATIONS & MEDIA IMPACT

145 eblasts sent
825 households received Chop Talk bi-monthly magazine

Social Media Growth

- f** 3.8M views | 16,683 followers
- in** 55.5K views | 2,554 followers
- d** 106,395 views | 979 followers

150+ media interviews conducted statewide

ILLINOIS STATE FAIR - 2025

- Debuted Pulled Pork Mac & Cheese and sold over 2,500 servings
- Top 3 items sold:

7k chop sandwiches
6k pork burgers
4k chop on-a-stick



MEMBERSHIP HIGHLIGHTS

1,001 members at the end of 2025

New member benefit in 2025: Aflac offering up to 40% off plans to IPPA members

INVESTING IN OUR TEAM & FUTURE

- Two-day staff training with Indiana Pork
- Enneagram team development
- External funding secured from National Pork Board, Illinois Corn Growers & Illinois Soybean Association

LOOKING AHEAD

2025 demonstrated the power of partnership, promotion, and producer leadership. IPPA remains committed to growing demand, supporting Illinois farms, and investing in the future of pork.



Illinois Pork Producers.
Generations of Commitment.

Driven by Producers. Focused on the Future.

MARKETING & RETAIL PARTNERSHIPS

Putting Pork in Front of Millions

From January through December 2025, IPPA partnered with seven major grocery retailers representing more than 300 Illinois stores, reaching over five million consumers through weekly circulars, eblasts, social media, and in-store promotions. Illinois was also a priority market for the National Pork Board's "Taste What Pork Can Do" campaign, adding exposure at 200+ additional stores.

Top Grocery Partners

Jewel-Osco • Pete's Market • Tony's Fresh Market • County Market • Mariano's
Brookhaven Market • Berkots • Hy-Vee • Walmart • Kroger • Albertsons

Retail Results That Matter (2024-25 comparison)

+16% increase in pork pounds sold at Pete's Market
+1.2% increase in sales at Jewel-Osco
+1% increase in sales at Tony's Fresh Market

Illinois Pork Snapshot (2024-25 comparison)

- 97.5% household penetration
- Sales up 2.9%
- Pork trips up 1.5%
- Volume up 1.3%

Debuted first annual Pork Tenderloin Crawl with nine restaurants participating.



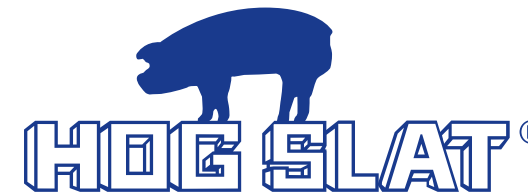
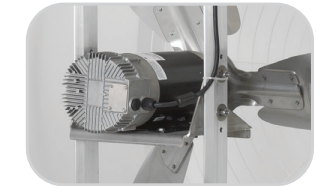
AIRFLOW WITHOUT COMPROMISE



Powerful Precision. Zero Compromise.

Your livestock deserve optimal conditions. Your operation demands reliability.
Your bottom line requires efficiency.

With AirStorm Pro™ ventilation fans, you get all three—without compromise.



Newton, IL..... 618-783-2200
 Pittsfield, IL..... 877-385-4144
 Rochelle, IL..... 866-285-7017

© 2026 Hog Slat Inc. All Rights Reserved. Prices and promotions subject to change without notice. Hog Slat reserves the right to correct printing and pricing errors.



SCHOOL FOOD SERVICE & CONSUMER OUTREACH

Bringing Pork to the Cafeteria

1,143 public school food service directors received pork recipe cookbooks

- 59.6% open rate | 5.5% click-through rate
- Follow-up outreach led to new connections with Illinois pork processors for school cafeterias

PORK POWER: PRODUCERS GIVING BACK

Feeding Families, Strengthening Communities

122,000+ pounds of ground pork donated
8 regional food banks served statewide

- Partnerships with Feeding Illinois and Farm to Food Bank Program created an opportunity for IPPA to double the amount of pork donated
- Partnerships with state legislators and key stakeholders to create wider awareness of the pork donation
- Pork delivered at 27 community events by IPPA board members



Community Co-Op Grants **85** grants awarded
13,700 pounds of pork
+\$21k invested



YOUR PARTNER FOR SMARTER AG LEASING

Ag Leasing through UPI Credit Services helps you upgrade or add equipment without tying up your working capital. Flexible terms, competitive rates, and financing built for agriculture so you can focus on a strong start to the season.



Contact your local UPI Credit Services Loan Officer to get started today!
 Call (800) 641-7522 or visit uproducers.com/credit-services