

# WIN WITH PORK IN 2020

pork INSIGHT  
— TO —  
ACTION

In January 2019, we launched our Insight to Action research program, which included 10,000 consumer interviews combined with demographic and spending data. The research revealed how Americans eat today, and through our program, we provided actionable ideas you can leverage at foodservice, on packing or at retail.

Over the past year, three key themes emerged that can guide foodservice operators, packers and retailers toward growth in 2020: the importance of health, the desire for quick and convenient options, and the growth of the multicultural population.

## HEALTH

At home or while dining out, Americans care about health, and that includes an emphasis on lean protein.



of consumers say protein is important when buying food<sup>1</sup>



say protein is the most important health attribute when dining out<sup>2</sup>

Hispanics say health is important when they buy food and drinks:<sup>3</sup>

62% OF THOSE 55 AND OLDER

50% OF THOSE 45-54

50% OF THOSE 35-44

51% OF THOSE 18-24

8

CUTS OF PORK

have 16% less fat  
27% less saturated fat

THAN 20 YEARS AGO<sup>4</sup>



American Heart Association has certified that pork tenderloin and pork sirloin roast meet the criteria as heart-healthy foods<sup>5</sup>

120 CAL < 139 CAL

Pork tenderloin has 19 fewer calories per serving than skinless chicken breast. It also has less total fat, saturated fat and cholesterol<sup>6</sup>

## WAYS TO DRAW HEALTH-CONSCIOUS CONSUMERS:

### FOODSERVICE OPERATORS

- Include pork as a flavorful salad topper
- Promote pork as an option to break out of the chicken or fish routine
- Use dish names that emphasize pork's health attributes and craveable flavor profile

### PACKERS

- Include health and heart-healthy messaging on pack
- Offer high-protein, lean cuts in pre-sliced and precooked options for easy use
- Work with producers to highlight sustainability and farm-to-table messaging on pack

### RETAIL

- Recommend pork as a lean protein, part of a healthy, balanced diet
- Promote tenderloin and chops as high-protein and low-fat options
- Offer meal kits that substitute pork for chicken or fish to help shoppers break out of their meal habits

## SIMPLICITY & CONVENIENCE

Our fast-paced society means more people are looking for meal options that are quick and easy. Drive-thrus, food trucks, c-stores and the prepared food section of grocery stores have all seen their business grow.



of consumers eat out to save time<sup>7</sup>



decide what they want the same day<sup>8</sup>



people want to eat on the go<sup>9</sup>

## WAYS TO EMPHASIZE CONVENIENCE:

### FOODSERVICE OPERATORS

- Substitute pork in convenience favorites like nuggets, strips and burgers
- Offer handheld options like fried tenderloin or pulled pork sandwiches
- Liven up standbys such as putting pulled pork on pizza or nachos

### PACKERS

- Expand frozen, precooked pork options like pulled pork for sandwiches
- Consider single-serve, ready-to-heat cuts
- Offer pre-seasoned or sauced options like ground pork or pre-sliced loin for tacos or stir-fry
- Understand cuts and preparations needed in c-stores, food trucks and other on-the-go spots

### RETAIL

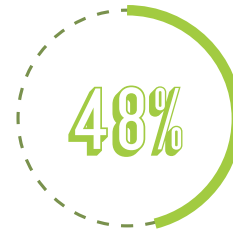
- Showcase pork recipes and offer meal kits for slow cooker or Instant Pot dishes
- Provide in-store demos or cooking classes to help consumers, especially younger consumers, learn how quick and easy pork prep can be
- Provide flavorful and popular pork dishes at retail hot bars, such as carnitas, pulled pork and pork stir-fry

## MULTICULTURAL IS MAINSTREAM

Hispanic and Asian populations in America are growing rapidly and that means food trends are changing. As the most consumed protein on the planet, pork plays a vital role in the majority of global cuisines – and those dishes can appeal to consumers of all backgrounds.



of consumers crave Mexican and Latin pork dishes<sup>10</sup>



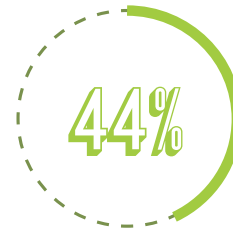
crave Asian pork dishes<sup>11</sup>



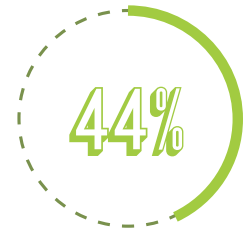
American consumers eat multicultural foods at least once a week<sup>12</sup>

\$1.7  
TRILLION

buying power among U.S. Latinos, which is growing at twice the rate of non-Hispanics<sup>13</sup>



of Hispanics buy fresh meat at non-mainstream retailers<sup>14</sup>



of Millennials are non-white, the most diverse generation in history<sup>15</sup>

## WAYS TO DRAW MULTICULTURAL CONSUMERS:

### FOODSERVICE OPERATORS

- Consider ethnic-inspired breakfast dishes (i.e. chorizo scrambled eggs)
- Add street-food inspired dishes like kebobs and dumplings
- Offer multicultural-inspired limited time offers to test new menu options

### PACKERS

- Offer pre-seasoned cuts with bold flavors
- Understand the cuts your local residents want – such as pork leg, shoulder, suckling pig or thin-cut chops
- Inspire new recipe trial with on-package messaging

### RETAIL

- Promote flavorful and healthful fresh pork in traditional dishes like fried rice
- Offer a wider variety of cuts, including the opportunity to special order
- Cross-promote pork cuts with seasoning, sauces and sides that accompany popular dishes
- Encourage customers to build relationships with their butcher – something important to Hispanic consumers – to seek out desired cuts and preparations

WHAT MORE IDEAS? VISIT [PORK.ORG/MARKETING/INSIGHT](http://PORK.ORG/MARKETING/INSIGHT) TO LEARN HOW WE CAN HELP YOU WIN WITH PORK.

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