

Pork safety message is reaching consumers

Contributed by Love My Equines
Thursday, 14 May 2009

The most recent nationwide poll of consumers shows 93 percent of them are getting the message that pork is safe.

The National Pork Board has been surveying consumers each night since the H1N1 scare. It says the consumer awareness numbers are going up each day.

Even with those encouraging survey results, the Pork Board is proceeding with its emergency one million dollar ad campaign for pork. The print component of the campaign began with full-page ads in USA Today, the Wall Street Journal, Washington Post and other major newspapers. The Pork Board is also working with the U.S. Meat Export Federation to shore up foreign demand for pork. Exports consume 25 percent of U.S. production.

~Brownfiels~