

IT'S BBQ SEASON PORK IS LEANER THAN EVER

October is PORK MONTH...

and we need your help to **SPREAD THE WORD**

Dear Pork Producer,

The USDA announced new nutrient data on nine cuts of fresh pork this past summer indicating pork is leaner than ever before. With pork in this position, the Kansas Pork Association is asking for your help in spreading the word across Kansas grocery stores. We have “point of sale” materials available FREE OF CHARGE that promote pork as a lean alternative to chicken. This “nutrition kit” includes magnetic signs, meatcase cards and educational/recipe brochures to promote pork’s slimmer nutritional profile. This season is the perfect time for grilling, so another kit is available FREE OF CHARGE. The “BBQ kit” includes posters, meatcase cards and a pad of recipes.

We will ship all materials to you FREE OF CHARGE,. We need your help getting them utilized in grocery stores around Kansas. We want to act fast and have a great representation for OCTOBER PORK MONTH! Another idea would be to include your kids. If any of them are in 4-H, this would make a great activity for their record book!



E-mail kpa@kspork.org or call the office, 785-776-0442, with the following information: name, address, phone #, E-mail, # of kits needed, name of grocery store and town of where you’re placing the kits.

Take a picture talking to the meat manager, putting materials up in the grocery store, standing outside the grocery store, etc. and send it to the KPA Office. Once we receive your photos, we’ll send you this Koozie King Cooler as your gift for helping us spread the great word about pork DURING OCTOBER PORK MONTH. Limit to one cooler per participant.

do you want this cooler????

“Nutrition Kit”



- Contains:
- 1-package small signs
- 3-Meat Case Signs
- 1-Large Horizontal Magnetic sign
- 12-Index Card size Lean Pork Information cards
- 2-Packages of Recipe brochures
- 1-Recipe Holder
- 1-Long Magnetic Sign

“BBQ Kit”



- This kit includes one each
- 11x 7 and 5x3 2-sided, 4-color meatcase cards;
- channel strips and 2 pads of 50 recipes