



# News Release

FOR IMMEDIATE RELEASE

## ONTARIO PORK PUSHES PLAY ON NEW MARKETING CAMPAIGN

**Guelph, April 26, 2010** — Ontario Pork is embarking on a new marketing strategy designed to target busy consumers. Beginning this week, Ontario Pork will debut online video recipes through Metroland's What's Up Web TV and DailyWebTV Hamilton region. In May, the organization will encourage consumers to "Pick Ontario Pork" with Foodland Ontario through Toronto transit signage in subways, buses and streetcars and through radio spots on ten different radio stations across the province.

Director of Communications and Consumer Marketing for Ontario Pork, Keith Robbins, says the approach was sparked by research and queries from the web that suggest people are really in doubt as to how to prepare and cook pork. "We want to show people how easy it is to cook with pork and provide tips on what to look for when they are buying Ontario pork products."

"Encouraging consumers to identify and purchase Ontario pork products is certainly a goal of our producers" says Wilma Jeffray, Chair of Ontario Pork. "I think that many consumers naturally assume that the pork they buy is from Ontario, or even from Canada, and that might not be the case. Seeing the Foodland Ontario logo or asking for Ontario pork will help grocery shoppers find our products more easily".

Over 1600 posters featuring honey garlic back ribs will be seen by 1.6 million people travelling Toronto's transit system daily in May and June. Metroland reaches 3.5 million households and What's Up magazine is read by over 470,000 moms. Look for Ontario Pork's online recipes by visiting [www.whatsupfamilies.com](http://www.whatsupfamilies.com) or <http://www.dailywebtv.com/Hamilton>. Better yet, try the mouthwatering Honey Garlic Back Ribs recipe attached.

For more information and recipes visit [www.putporkonyourfork.com](http://www.putporkonyourfork.com).

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## Honey Garlic Back Ribs



Yield: Serves 6

Cooking Time: 1 hour 15 minutes

Preparation Time: 20 minutes

### Ingredients

- 2 racks of Ontario Pork back ribs, about 3 lbs/1.5 kg
- 2 lemons
- 1/2 cup (125 mL) EACH: liquid honey, cider vinegar, and ketchup
- 1/3 cup (75 mL) soy sauce
- 2 Tbsp (30 mL) minced garlic
- 2 tsp (10 mL) EACH: Tabasco or hot chile sauce, garlic powder

### Cooking Instructions

1. Pre-heat oven to 325°F (160°C). Using a fork, lift the membrane from a corner of the rib bones on the non-meaty underside, and gently peel it away from the ribs and discard. Place ribs in a single layer in a baking tray or dish, meaty side up. Add 2 cups (500 mL) of hot water to the tray. Slice lemons and place slices on top of ribs.
2. Cover with foil and bake in oven for about 1 hour, or until meat is easily pierced with a sharp knife, and is beginning to pull away from the rib bones.  
At this stage ribs can be cooled, covered and refrigerated for up to 3 days.
3. Pre-heat barbeque to medium-low, or oven to 325°F (160°C).  
Prepare sauce: Combine all remaining ingredients in a saucepan and bring to a boil over high heat. Reduce heat and simmer for 10 minutes, or until sauce thickens slightly.
4. Place ribs on grill and baste with sauce. Keep basting and turning ribs for about 20 minutes or until ribs are thoroughly heated. Slice and serve. *Tip: Any recipe for back ribs can also be used for side ribs with equal success: just add about 50 minutes to the steaming time.*