

Resolution O - Response - Local Pork Promotion

This resolution has been taken as direction for the organization; it is part of Ontario Pork's Strategic Direction Plan.

Included in the Strategic Direction Plan is the following strategy:

"Drive innovative product development" includes initiatives such as research, consumer relations and value chain coordination. Measures of success regarding Ontario Pork's efforts to drive innovative product development include independent research and research by master's students regarding pork consumption. Ontario Pork may also commission pork usage studies and consumer awareness and attitude studies. Lastly, the number of partnerships between Ontario Pork and various companies, "Foodies", and other industry organizations will help to measure the success of the initiatives that support Ontario Pork's effort to drive innovative product development.

Ontario Pork has also developed a Local Food Promotion Plan for 2010:

The purpose of the plan is to continue to build awareness of Ontario pork products and to promote the benefits of pork to an expanded consumer market. As well, this project will foster increased awareness of the contributions of Ontario Pork and pork producers in the province.

By developing consumer marketing materials and communications that showcase the Ontario Pork logo and its relationship with Ontario pork producers and locally-raised pork products, the consumer will be able to not only better identify our product, but feel confident that purchasing pork within the province strengthens the economy, reduces the carbon footprint on our environment, and recognizes the contribution our pork producers make to the community.

The consumer awareness project will hit consumers multiple ways through radio, internet, print, and visually at urban transit centres.

- Transit signage
- Video recipes
- Radio spots
- Television cooking demonstrations