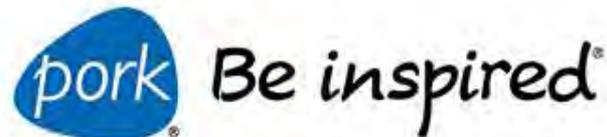


#RealPigFarming

Claire Masker

Public Relations Manager, National Pork Board



The PR Challenge: #RealPigFarming

- Old social media approach to grow Facebook likes and Twitter followers failed to engage.
- Activist groups leverage social media well and Pork Checkoff needed to compete.



People. Pigs. Planet.

pork
checkoff.

The PR Challenge: #RealPigFarming

- Inconsistent and conflicting messaging from all players – state associations, farmers, allied industry.
- No defined coordination.
- No defined measurement.



People. Pigs. Planet.

pork
checkoff.

Introducing #RealPigFarming


[#REAL **PIG** FARMING]
Real Farms. Real Stories.

People. Pigs. Planet.

pork
checkoff.

The PR Approach: #RealPigFarming

- **Opportunity:** Create a social movement
 - Among pig farmers, friends, college animal science students.
 - Motivate real farmers to share real stories of modern pork production.
 - Feature a diversity of farms and farmers (all sizes).
 - Address consumer questions in real-time.
 - Prepare for a backlash from activists.
- **The farmers:** 16 pig farmers from top-5 pork states.
- **The students:** 25 college animal science, ag studies, ag communications students from top pork states.

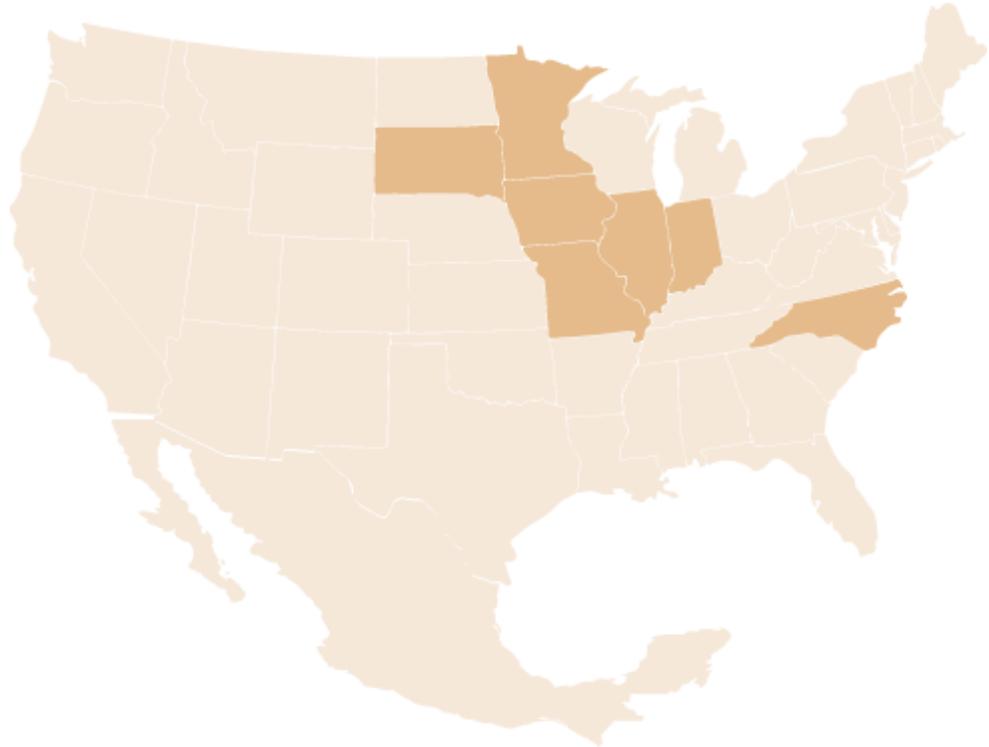
People. Pigs. Planet.

pork
checkoff.

The PR Approach: #RealPigFarming

The Farmers:

- Iowa
- South Dakota
- Minnesota
- Missouri
- Illinois
- North Carolina
- Indiana



People. Pigs. Planet.

pork
checkoff.

The PR Approach: #RealPigFarming

The Students:

- Iowa State University
- University of Missouri
- University of Nebraska
- Colorado State University
- Purdue University



People. Pigs. Planet.

pork
checkoff.

Social Forces

- Producers and students already active on social media and posting about pig farming
- Private Facebook group



Producers

- Two trainings
 - Kickoff of the program
 - Social media crisis drill
- First group provided incentives
 - Producers indicated that they didn't reach milestones because of incentives
- Now providing compensation for blog posts or summaries to posts already written

Students

- Pursuing a degree in at a university
- Milestones and will receive a \$500 scholarship and expenses paid to Ag Chat collegiate conference
- Ten students will be in this group of students
 - Much larger it gets lost in the suffle



ARE YOU *passionate*
ABOUT PIGS?

APPLY TO BE A #REALPIGFARMING AG-VOCATE!

ELIGIBILITY

- Between the ages 18-23
- Involved in the pork industry
- Understands importance of pork production
- Strong communication skills and the drive to advocate

APPLICATIONS ARE DUE
APRIL 24, 2015

Application can be found online, download the PDF form and then submit by emailing the form to lmarek@pork.org.

#REALPIGFARMING
Real Farms. Real Stories.

People. Pigs. Planet.

pork
checkoff.

Posts From Social Forces



Erin Lynn Brenneman
@sowmomma

After learning more about raising them it feels so good to get back into the barns for some #RealPigFarming !
pic.twitter.com/ZLm0tlcWMT



Cristen Clark
@FoodSwineIowa

The next gen. of #realpigfarming is familiar with hard work. She's proud of our family's livelihood.
[@realpigfarming](https://pic.twitter.com/T8mpwXXUos)
pic.twitter.com/T8mpwXXUos



Chris Chinn
@chrischinn

#Piglets are kept safe and warm after birth inside our barns. Heat lamps give added warmth.
[#RealPigFarming](https://pic.twitter.com/8CFda1dDul)
pic.twitter.com/8CFda1dDul



People. Pigs. Planet.



The Negative...



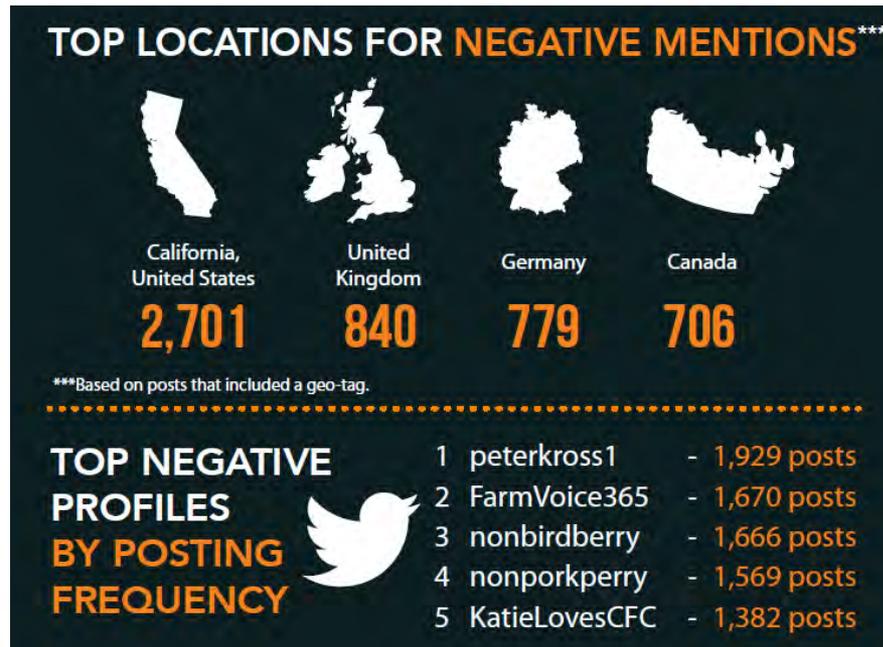
MANY NEGATIVE POSTS ARE DUPLICATE CONTENT.

Same negative post.
Same content.
Same #Hashtags.

Other negative posts just use 10 - 15 ag-related hashtags and a gruesome photo.

#####

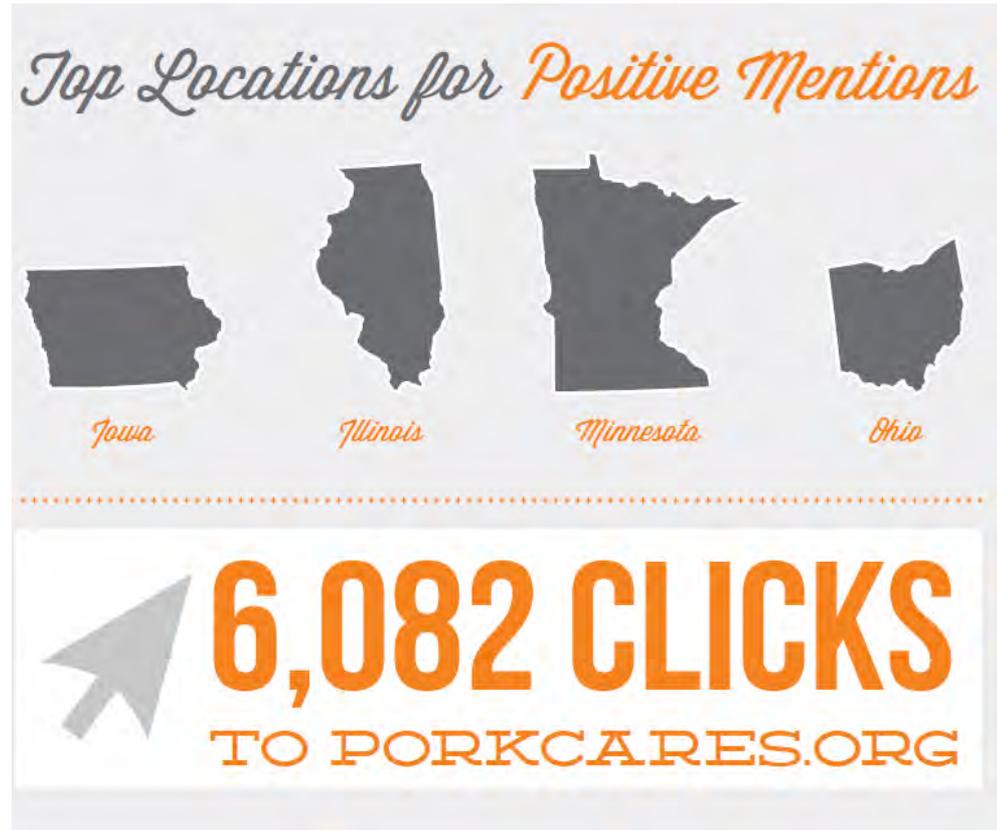
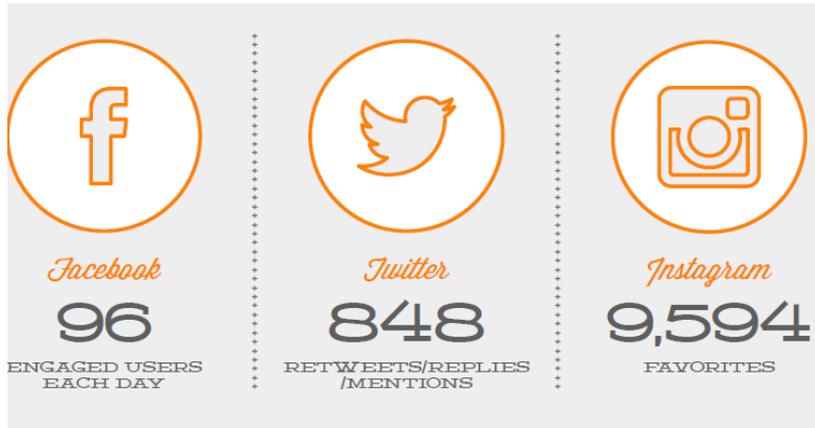
WARNING:
VIEWER
DISCRETION
ADVISED



People. Pigs. Planet.



#RealPigFarming Results



People. Pigs. Planet.



#RealPigFarming During Pork Month

- Twibbon Campaign
- Thunderclap
- Photo contests
- Social Images



Real Pig Farming
Published by Kylee Deniz [?] · September 29 at 5:00pm · Edited [?] ·

DYK: More than 69,000 farmers produce nearly 22 billion pounds of pork each year at a value of \$34.5 billion to the country's gross national product, supporting more than 800,000 jobs nationwide. #RealPigFarming <http://bit.ly/1LtuMdB>

19,813 people reached Boost Post

Like Comment Share

Heather Schneder, Deanna SanDiego, Kristi Holden and 162 others like this.

164 shares

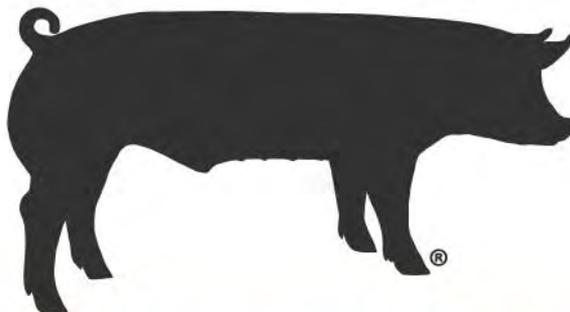
Write a comment...

People. Pigs. Planet.

pork
checkoff.

People. Pigs. Planet.

PASS THE



PORK



2015



Be inspired[®]



A Joint Project



IOWA PORK[®]
PRODUCERS ASSOCIATION

People. Pigs. Planet.



Why A Foodie Blogger Tour?

- Food bloggers are highly influential.
- They are increasingly getting questions about how food is being raised.
- Giving them an “exclusive” experience can do wonders for your brand.



People. Pigs. Planet.

pork
checkoff.

Blogger Reach

- Climbing Grier Mountain - Lauren Grier – 19,200
- Comfortably Domestic - Kirsten Kubert – 9,000
- Noble Pig - Cathy Pollak – 148,800
- Food, Faith, Fitness - Taylor Kiser – 70,000
- Wishes and Dishes - Ashley Prescuitti – 85,700
- Yummy Healthy Easy - Jen Nikolaus - 64,700
- Busy Mommy - Emily Roemmich - 15,000
- The Foodie Affair - Sandra Shaffer – 26,900
- A Dash of Sanity - Sandra McCollum– 37,800
- 365 Days of Baking & More Lynne Feifer - 999,000

Posts During Tour

- Facebook – 16
- Twitter – 52
- Instagram – 65



Sandra Gillan McCollum
October 1 at 8:09am · Instagram · 🌐

This is #realpigfarming. Fabrication demonstration by @nationalporkboard @cmabuildstrust #bacon



Cathy Kaymark Pollak

October 2 at 2:26pm · 🌐

I totally fell in love with this little Iowa piggy over the past week. He climbed up on all his friends just to get some pets and scratches. He was so sweet.



They Say a Photo is Worth 1,000 Words...



People. Pigs. Planet.

pork
checkoff.