

NEBRASKA PORK PRODUCERS ASSOCIATION

NEWS RELEASE

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National Pork Month Encourages Consumer Connections via Social Media using #RealPigFarming

National Pork Month provides a unique opportunity for pork producers to connect with people interested in learning about what happens on pig farms today. The Pork Checkoff and the Nebraska Pork Producers Association are encouraging producers to share their farm stories on social media this month using the hashtag #RealPigFarming.

“The Pork Checkoff launched #RealPigFarming to encourage and empower producers and others passionate about pig farming to use social media as a platform for meaningful, impactful conversations with consumers about what happens on their farms,” said Claire Masker, Pork Checkoff public relations director.

Including the hashtag symbol (#) before “RealPigFarming” helps people search social media posts with the same phrase and makes it easier for them to follow conversations. “Consumers are asking more and more questions about where their food comes from, including how pigs are raised,” Masker says. “There is no better time than now to continue conversations on social media. #RealPigFarming allows producers to actively participate in social media as an avenue for these important conversations.”

With the ability to show images and videos of everyday life on a pig farm, the social media outreach program enables producers to generate valuable, factual content and messaging, and to share their story with consumers who are actively seeking information. In addition to enriching consumer knowledge about real pig farming, the program has proven to be a rewarding experience for the producers involved.

“Social media is just another tool that provides producers with an avenue to continue the conversation about how pigs are raised and how food safety starts on the farm,” says Russ Vering, Nebraska producer. “It has not only allowed me to share my story, it has enabled me to connect with consumers on a level that wasn’t possible a few years ago.”

National Pork Month promotions help to elevate awareness about using social media for producers and encourage more people with a passion for pig farming to get involved with #RealPigFarming.

“We encourage everyone who has a passion for agriculture, or a positive story about real pig farming they can share, to use #RealPigFarming in status updates, tweets, Instagram photos, blogs, vlogs and other social media updates,” Masker said.

The Nebraska Pork Producers Association is a grassroots, incorporated, non-profit organization established in 1961. NPPA was developed to promote the pork industry through the enhancement of consumer demand, producer education and research. For more information, visit NPPA’s website at www.NEpork.org.