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## National Pork Board Expands Commitment To U.S. Hispanic Market.

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The National Pork Board has increased its commitment to reach the Hispanic market by expanding the Hispanic marketing program to a dozen markets from the current five. The 15 pork producer members of the National Pork Board approved this proposal during their regular board meeting March 3-4, 2004.

"Pork producers have seen the success of the National Pork Board's Hispanic Marketing program," said Craig Christensen, a pork producer from Ogden, Iowa, and president of the National Pork Board. "This additional funding will expand the reach of our award-winning marketing program to more than half of the U.S. Hispanic population."

During the first two years, which focused on markets in Phoenix, Los Angeles, Miami, Houston and Chicago, the Hispanic marketing campaign showed a 200 percent increase in awareness and 62 percent of the consumers are more comfortable buying pork. Consumers who were exposed to the campaign are buying about 43 percent more pork. The campaign's advertising and public relations programs have received numerous awards including the PCC's Golden Trumpet Award, IABC Gold Quill, PR News Platinum Award and the Communicator Award.

With the new funding, the Hispanic program will expand to 12 of the top 15 metropolitan areas where U.S. Hispanic consumers live. New cities include San Francisco, Dallas, San Antonio, McAllen, San Diego, Denver and El Paso. The program will continue to be based on the "El Cerdo es bueno" message (which means Pork is Good). "We are very pleased with the results of the campaign to date and look forward to working with The San Jose Group to expand our message to additional key markets across the U.S.," said Ceci Snyder, assistant vice president, consumer marketing for the National Pork Board.

"We are thankful to clients like the National Pork Board for recognizing the important need to extend their business into the Hispanic market and for trusting us to help them grow," said George L. San Jose, president and COO of The San Jose Group.