

## Pork medallions – a healthy, versatile mid-week meal

British retail sales of fresh pork have been in decline for a number of years. Compared with 2012, 20,000 fewer tonnes of pork was sold in 2016, with the decline being accelerated in the last two years, despite falling pork prices. Furthermore, latest data from Kantar World Panel suggests that in the 52 weeks ending 21 May 2017, the volume of fresh/frozen pork sold domestically was 3% lower year on year.

Much of this decline is thought to be due to a fall in the number of households buying pork during the course of the year. Reducing this decline and adding value to the cuts purchased is key for the UK pork industry, as most fresh pork sold by retailers comes from domestic pigs.

With this in mind, AHDB Pork is launching a new marketing campaign in the autumn, which focuses on the promotion of pork for the midweek meal occasion. The fully integrated marketing campaign, which will combine PR, social media, activity in supermarket stores, as well as TV and online advertising, will demonstrate the versatility, ease of cooking and great taste of pork loin and fillet medallions, as an ideal midweek meal – disrupting a midweek market which is currently dominated by chicken breasts.

The challenge is to position pork medallions as a credible, relevant, healthy and tasty midweek meal option. In meeting the challenge, consumers will be educated on the best ways to cook pork, as research has shown that some consumers lack confidence in cooking it, often overcooking, leading to a poor eating experience. Furthermore, consumers will be encouraged to try new recipes and think differently about a meat they may have misconceptions about. Research indicates that consumers feel stuck in a rut, cooking the same midweek dishes, and are looking for inspiration.

### Time spent preparing and cooking a midweek evening meal

1980	60 minutes
1990	45 minutes
2013	32 minutes
2016	27 minutes

Source: Kantar World Panel

To help do this AHDB Pork have developed a number of inspiring recipes which are relevant to consumer's time-challenged midweek lives, but will still deliver what they want and need from their evening meal. According to data from Kantar World Panel, the time consumers are prepared to give to preparing and cooking a midweek evening meal has decreased from 60 minutes in 1980 to just 27 minutes in 2016.

Furthermore, research shows that consumers today have other criteria that a midweek evening meal needs to meet, as illustrated below.

### Consumer criteria for a midweek evening meal



This latest marketing activity will follow the successful pulled pork campaign, which ran from spring 2015 to spring 2016 and is the second part of a long-term plan to rejuvenate the image of pork among 25-55 year old consumers.

AHDB Pork has worked hard with retailers and processors to get loin and fillet medallions listed in retailers for September, to widen the pork offering in store, as well as appeal to the consumer who is looking for a lean meat.

Underlying all of this work will be health messaging which will surprise many. The campaign will showcase pork medallions as a credible alternative to chicken. Following AHDB Pork's work in consultation with Trading Standards\*, the industry can claim that pork loin fillet and loin medallion are low fat and low in saturated fat, as well as high in protein.

AHDB Pork worked in consultation with Trading Standards to undergo product testing, ensuring if challenged the claim was supported by robust evidence. Securing these claims is part of a long-term strategic objective for AHDB Pork, as this is a vital element to dispelling the myth many consumers believe, that pork is fatty and not relevant for today's family midweek menu.

\*Buckinghamshire and Surrey Trading Standards