

PEOPLE, PIGS & PLANET

United Soybean Board,
National Pork Board and
Coborn's Partnership



SPRING 2021

 **SOY**

U.S. SOY: PARTNERING WITH PORK



75% of the world's soybean meal is fed to pigs, making U.S. soy farmers and pork producers true allies. Pork and soy sit side-by-side as delicious, sustainable, nutrient-rich products proudly grown and raised in the U.S.

Based on United Soybean Board-led research that verified consumer demand for U.S.-born, soy-fed pork products, U.S. Soy partnered with the National Pork Board and Coborn's – a Minnesota-based supermarket chain – to promote the sustainability and health benefits of soy-fed pork products.

83%

OF CONSUMERS

would pay more for meat if the animal was fed a nutritious diet, and consider this a top purchase driver.

75%

OF CONSUMERS

consider knowing a meat product supports U.S. farmers an important attribute for meat purchase.

> 70%

OF CONSUMERS

agree that animals need high quality protein in their diet to produce nutritious, flavorful meat.

> 60%

OF CONSUMERS

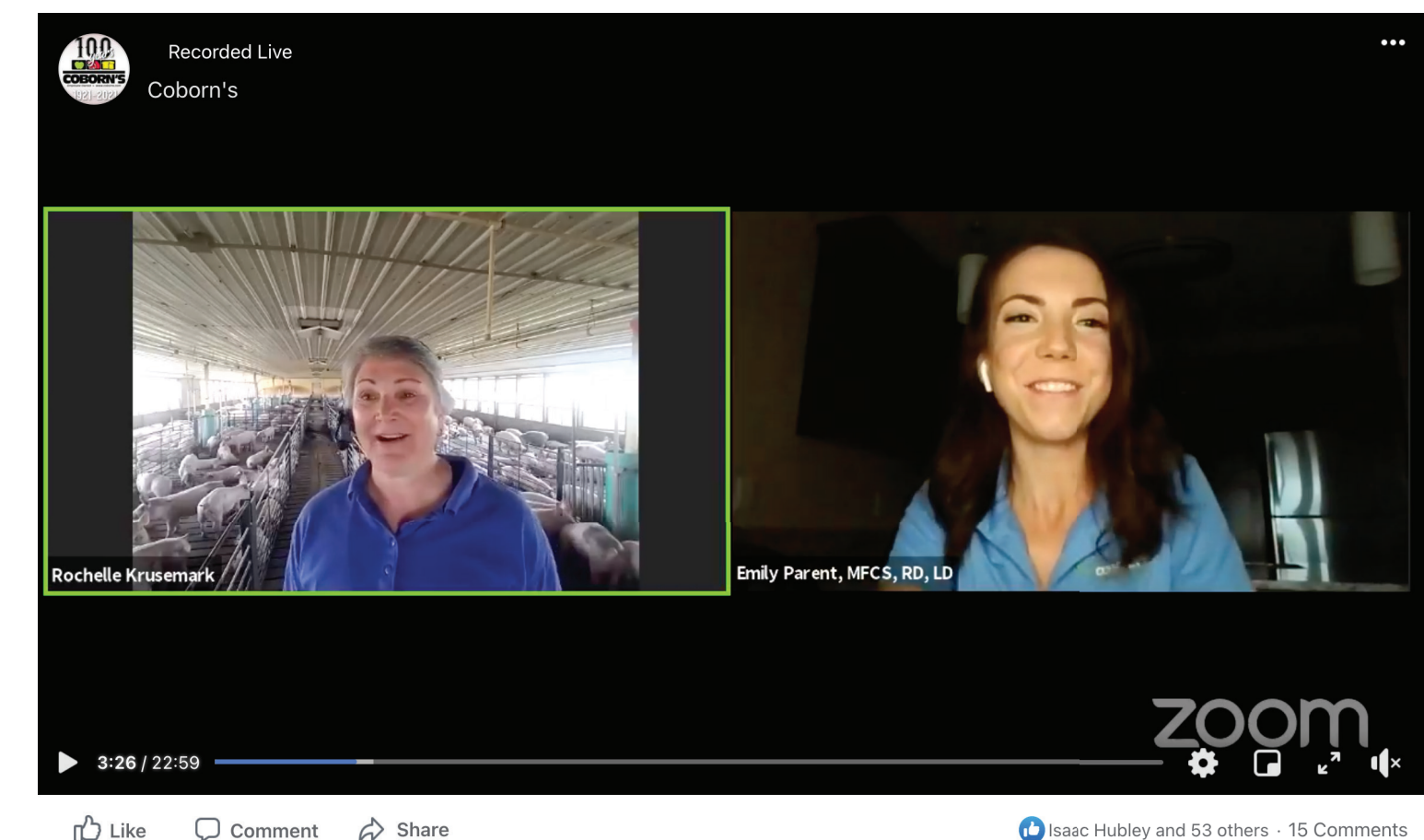
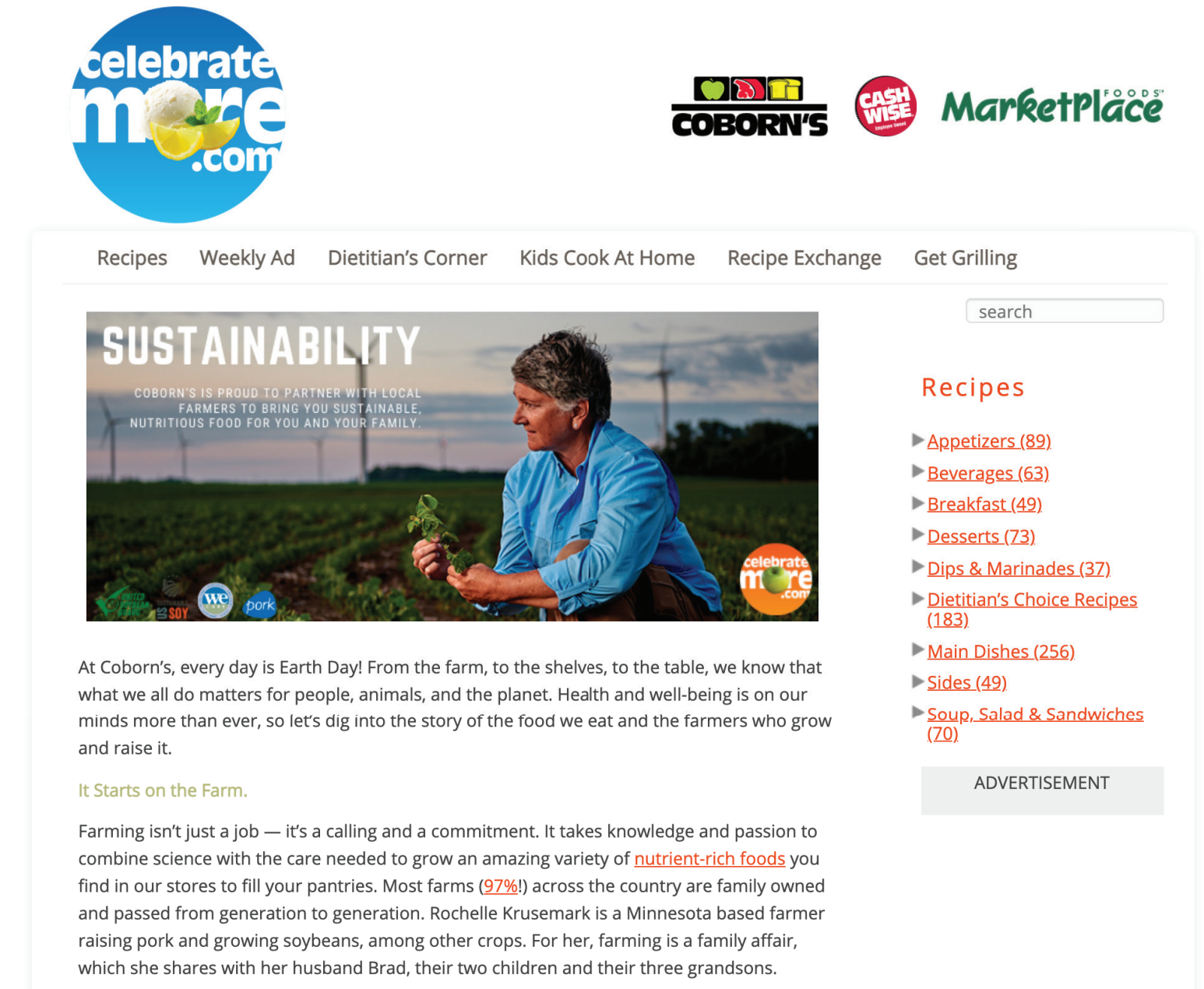
agree that soy is a high quality source of protein for animals and people.



BRINGING THE CAMPAIGN TO LIFE

CAMPAIGN ELEMENTS INCLUDED

- ▶ Blog post featuring the story of people, pigs, plants and planet
- ▶ Two earned television segments on Minnesota-based news affiliates
- ▶ Facebook Live, hosted by Coborn's and featuring local pork and soy farmer Rochelle Krusemark
- ▶ Digital ads on Coborn's website + e-blasts highlighting health and sustainability benefits of soy-fed pork



BRINGING THE CAMPAIGN TO LIFE

CAMPAIGN ELEMENTS INCLUDED

- ▶ Organic social content published on Facebook and Instagram
- ▶ In-store announcements promoting local farmer sustainability
- ▶ Promoted recipes featuring an Easter ham and a deconstructed egg roll
- ▶ 1,000 co-branded tote bags distributed onsite to customers



TELLING THE FARMERS' STORY

Farmers are among the most respected workers in the U.S. food industry.

79%

of consumers have a positive view of U.S. farmers who grow crops, and U.S. farmers rank as the most trusted members of the food supply chain.

The campaign leveraged the trust consumers have in U.S. farmers by featuring a Minnesota pork and soy farmer as the face of the campaign. Communications honored the hard work farmers do while also showcasing the sustainability benefits of locally-sourced crops and products.

KEY TALKING POINTS FOCUSED ON THE SYMBIOTIC RELATIONSHIP BETWEEN PEOPLE, PIGS, PLANTS AND PLANET.

- The sustainable farming practices used by pork and soy farmers
- The lives farmers lead and the care they put into their crops and livestock
- The health benefits and quality of pork and soy
- The ways soy farmers, pork farmers and retailers collaborate across the supply chain to bring nutritious, affordable, sustainable and delicious products to consumers



BOTTOM LINE

SOY-FED PORK ITEM SALES

UNIT SALES **INCREASED**

Month Over
Month

↑ **8%**

Year Over
Year*

↑ **11.7%**

TONNAGE SOLD **INCREASED**

Month Over
Month

↑ **7.6%**

Year Over
Year*

↑ **5.8%**

*YOY metrics compare to 2019 due to irregular sales in 2020.

DIGITAL RESULTS



550,000
IMPRESSIONS



23,000

Coborn's customers read
the soy-focused e-blasts



2,900

consumers visited
Coborn's blog post

**TO LEARN MORE ABOUT THE PROGRAM, THE BENEFITS OF SOY-FED
PORK, OR DISCOVER HOW YOU CAN BECOME INVOLVED, PLEASE
CONTACT JOY.BLAKELEE@MSLGROUP.COM.**

