## 

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



## 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.

> 70%

OF CONSUMERS

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

75%
OF CONSUMERS

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

> 60%
OF CONSUMERS

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

### GAMPAIGN TO LIFE

#### CAMPAIGN ELEMENTS INCLUDED

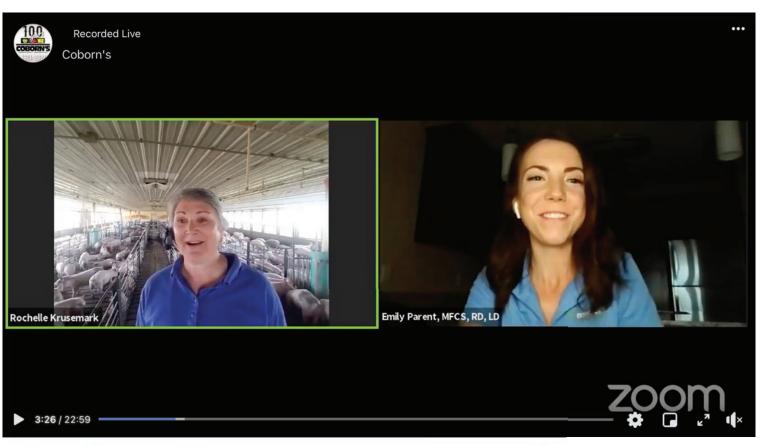
- Blog post featuring the story of people, pigs, plants and planet
- Two earned television segments on Minnesota-based news affiliates
- Facebook Live, hosted by Coborn's and featuring local pork and soy farmer Rochelle Krusemark
- Digital ads on Coborn's website + e-blasts highlighting health and sustainability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







Weekly Ad Dietitian's Corner Kids Cook At Home Recipe Exchange Recipes Appetizers (89) Beverages (63) ► Breakfast (49) Desserts (73) Dips & Marinades (37) ► Dietitian's Choice Recipes Main Dishes (256) At Coborn's, every day is Earth Day! From the farm, to the shelves, to the table, we know that ► <u>Sides (49)</u> what we all do matters for people, animals, and the planet. Health and well-being is on our Soup, Salad & Sandwiches minds more than ever, so let's dig into the story of the food we eat and the farmers who grow **ADVERTISEMENT** It Starts on the Farm. Farming isn't just a job — it's a calling and a commitment. It takes knowledge and passion to combine science with the care needed to grow an amazing variety of nutrient-rich foods you find in our stores to fill your pantries. Most farms (97%!) across the country are family owned and passed from generation to generation. Rochelle Krusemark is a Minnesota based farmer







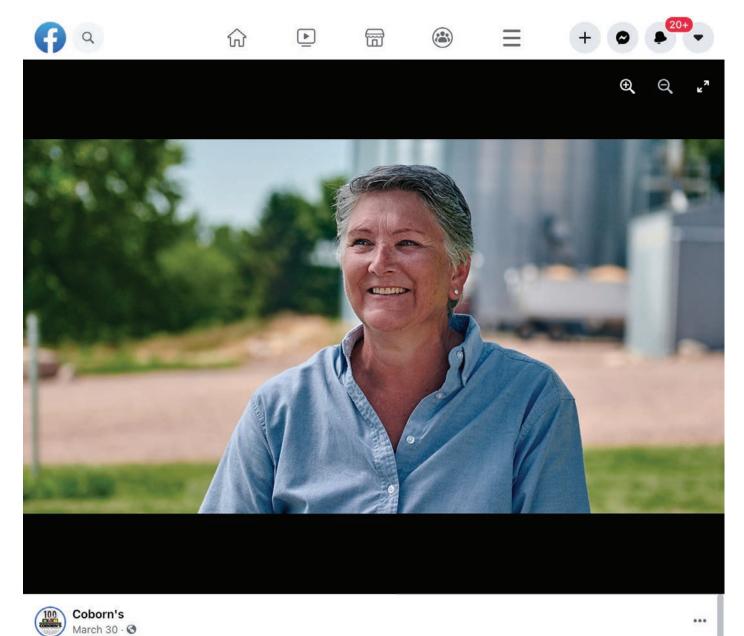
raising pork and growing soybeans, among other crops. For her, farming is a family affair, which she shares with her husband Brad, their two children and their three grandsons.

🚺 Isaac Hubley and 53 others · 15 Commen

### GAMPAIGN 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



At Coborn's, every day is Earth Day! From the farm, to the shelves, to the table, we know that what we all do matters for people, animals, and the planet. Modern farms, like Rochelle Krusemark's fourth generation farm in Sherburn, MN are doing everything needed to grow and raise our food in a sustainable way! On Rochelle's farm, her and her family raise pigs and cows and grow soybeans and corn. Animal welfare is foundational on modern farms like Rochelle's and drives every de... See More





ecent Posts

- » Ask the Derm: Malasma & ViPeel
- » Making the Best of Summer
- » Coffee with Cool People: Jamie Preuss
- » 7/21 Host Chat

Social Media

### TELLING THE FARMERS' STORY

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

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

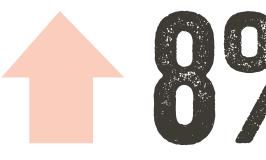


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### SOY-FED PORK ITEM SALES

#### UNIT SALES INCREASED

**Month Over** Month



**Year Over** 



#### TONNAGE SOLD INCREASED

**Month Over** Month

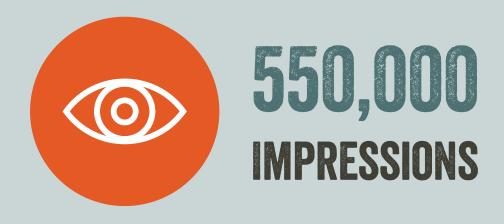


**Year Over** 



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

### DIGITAL RESULTS





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.BLAKESLEE@MSLGROUP.COM.





