



**FOR IMMEDIATE RELEASE**  
September 23<sup>rd</sup>, 2024

Contact: Morgan Worek  
[mworek@wppa.org](mailto:mworek@wppa.org)  
608-723-7551

**Celebrate National Pork Month: Discover the Delicious, Nutritious and Sustainable Choice**  
*Savor the flavor of nutritious pork during any occasion this month and beyond.*

Lancaster, WI — Savor the flavor of pork this October in recognition of National Pork Month! Every bite of pork you and your family enjoy comes from farmers who take pride in raising a wholesome, high-quality protein.

Pork has many beneficial qualities that make it easy to incorporate into a balanced menu. Pork offers solutions for every craving — decadent, nutritious, nostalgic, lean and more -- through affordable, easy-to-make cuts enjoyable to people of all ages. Plus, pork's versatility makes it perfect for indoor cooking with an air fryer or stovetop, as well as for grilling outdoors.

Your favorite meals just got better with pork, a lean protein that belongs on any plate. As one of the most widely consumed meats globally,<sup>1</sup> pork offers more than 110 unique flavor nuances.<sup>2</sup> It's also considered a carrier food,<sup>3</sup> seamlessly balancing traditional and cultural cuisines when paired with heart-healthy whole grains, nutritious vegetables and an array of elevated flavors through sauces and seasonings. Both the tasty pork tenderloin and flavorful pork sirloin roast meet the criteria for the American Heart Association Heart Checkmark, which means they contain less than five grams of fat, two grams or less of saturated fat, and 480 milligrams or less of sodium per label serving.

National Pork Month is a celebration of pork—from the farmers who care for pigs to the families who enjoy pork at their tables. Not only is pork good for you, but it also nourishes your spirit. As you fuel your body, take comfort in knowing that pig farmers in Wisconsin proactively pursue better technology and methods to improve food safety and quality, while reducing environmental impact. For more than 30 years, America's pig farmers have committed to six We Care<sup>®</sup> Ethical Principles that help farmers to create advancements beyond the barn doors positively impacting pigs, people and the planet.

Visit [pork.org](https://pork.org) for nutrition information and inspiration.

###

*The mission of the Wisconsin Pork Association is to promote and protect the state's pork industry in order to ensure its success now and in the future.*

1. Meat consumption. OECD data website. <https://data.oecd.org/agroutput/meat-consumption.htm>. Accessed March 25, 2024.
2. Ankersen, Lisbeth. (2024) Comprehensive Sensory and Flavor Nuances of Pork Protein and Fat. <https://www.porkcheckoff.org/research/comprehensive-sensory-and-flavor-nuances-of-pork-protein-and-fat/>
3. Agarwal S, Fulgoni VL 3rd. Association of Pork (All Pork, Fresh Pork and Processed Pork) Consumption with Nutrient Intakes and Adequacy in US Children (Age 2-18 Years) and Adults (Age 19+ Years): NHANES 2011-2018 Analysis. *Nutrients*. 2023 May 13;15(10):2293. doi: 10.3390/nu15102293. PMID: 37242176; PMCID: PMC10221550.

**Commented [KZ1]:** Or a state website