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Midan Marketing is Named Retail Agency for the National Pork Board

CHICAGO (January 13, 2011) – Midan Marketing, a full-service, integrated marketing firm specializing in the retail meat industry, has been named as the retail agency of record for the National Pork Board, the industry trade association representing pork producers in the United States.

As the retail agency of record, Midan Marketing will assist the National Pork Board’s retail marketing team in the areas of retail strategy, communications and execution. Midan is charged with developing retail marketing materials, updating and managing key communication vehicles and helping the retail team work with key accounts to effectively merchandise pork and increase sales of pork products.

“We are very excited to be working with the National Pork Board as their retail marketing agency,” said Michael Uetz, principal at Midan Marketing. “There is a great opportunity for pork in the retail meat case. We look forward to a long-term partnership as we work alongside the National Pork Board to offer our retail meat expertise to help them achieve their goals.”

“Midan Marketing’s expertise in the retail meat arena makes them the ideal agency for the National Pork Board’s retail marketing team,” said Jarrod Sutton, assistant vice president of channel marketing for the National Pork Board. “We look forward to working with the Midan team to implement exciting, effective plans for pork at retail.”

About Midan Marketing

Midan Marketing is a full-service marketing, market research and communications firm with offices in Chicago, Ill. and Statesville, N.C. The firm brings together years of experience across all marketing disciplines in a variety of industries. From concept development and market research to program execution and evaluation, the Midan Team works seamlessly to execute marketing and communications plans that deliver results. For more information, visit www.midanmarketing.com.

About The National Pork Board

The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, technology, swine health, pork safety and environmental management. For information on Checkoff-funded programs, pork producers can call the Pork Checkoff Service Center at (800) 456-7675 or check the Internet at www.pork.org.

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