

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





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.

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.

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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







SUSTAINABILITY

COBORN'S IS PROUD TO PARTNER WITH LOCAL
FARMERS TO BRING YOU SUSTAINABLE,
NUTRITIOUS FOOD FOR YOU AND YOUR FAMILY.

Celebrate
Telebrate
Tele

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. Health and well-being is on our minds more than ever, so let's dig into the story of the food we eat and the farmers who grow and raise it.

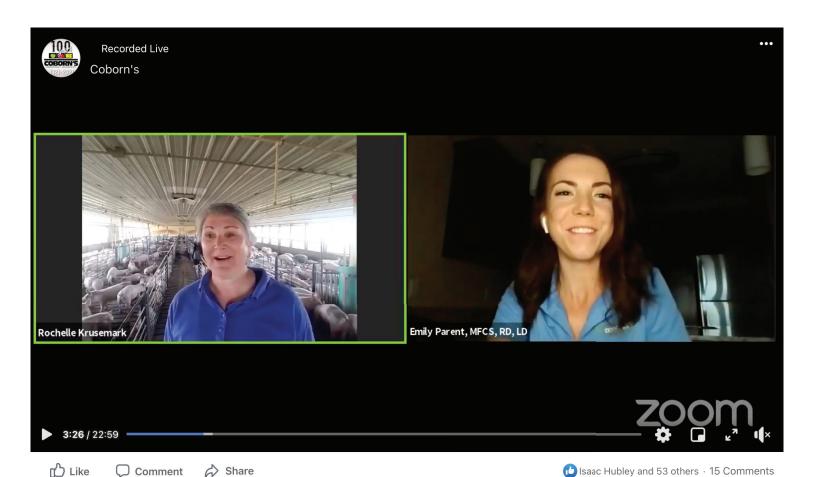
It Starts on the Farm.

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 <u>nutrient-rich foods</u> 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.

Recipes

- Appetizers (89)
- Beverages (63)
- ► Breakfast (49)
- Desserts (73)
- Dips & Marinades (37)Dietitian's Choice Recipes
- (183)
- Main Dishes (256)
- ► <u>Sides (49)</u>
- Soup, Salad & Sandwiches (70)

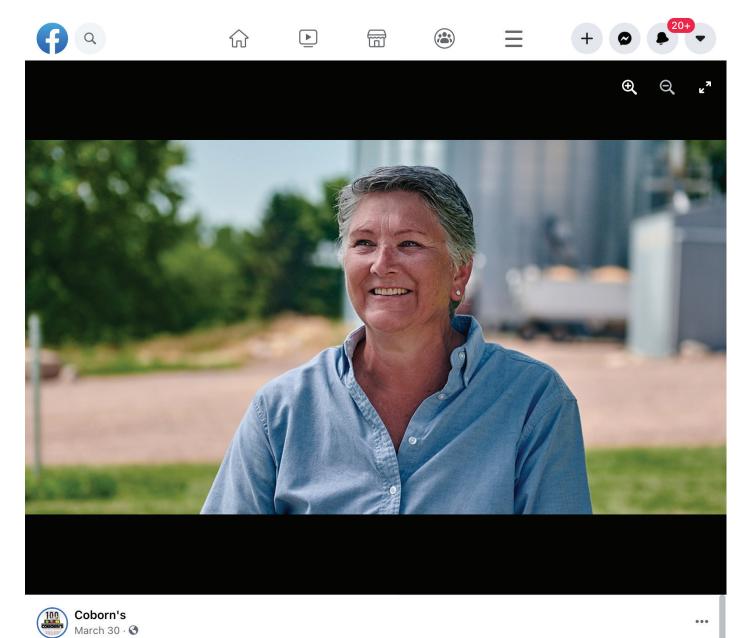
ADVERTISEMENT



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 Krusernark'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





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- » Ask the Derm: Malasma & ViPee
- » 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.

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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.

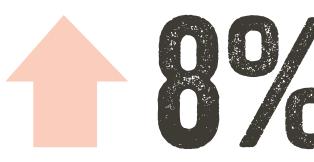
- The sustainable farming practices used by pork and soy farmers
- The lives farmers lead and the care they put into their crops and livestock
- The health benefits and quality of pork and soy
- The ways soy farmers, pork farmers and retailers collaborate across the supply chain to bring nutritious,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



SOY-FED PORK ITEM SALES

UNIT SALES INCREASED

Month Over Month



Year Over



TONNAGE SOLD INCREASED

Month Over Month





*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.





