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FOR IMMEDIATE RELEASE!

Iowa pork producers to hold 14th annual Winter Pork Picnic in Des Moines Jan. 25

(CLIVE, Iowa) – Iowa’s pork producers will be on hand to grill up a “free” pork lunch Jan. 25 in downtown Des Moines as part of the 2012 Iowa Pork Congress.

The Iowa Pork Producers Association will host its 14th annual Winter Pork Picnic from 11 a.m. to 1 p.m. at Capital Square in downtown Des Moines and the public is invited.

Producers from several county pork organizations will brave the winter weather to grill and serve 3,000 ground pork and bacon burgers to celebrate the Iowa pork industry and thank consumers for purchasing pork and supporting the industry. Chips, pop, ice cream and samples of other pork products also will be served.

In addition to lunch, attendees will receive coupons for fresh pork at Fareway Stores and will have the chance to win various pork prizes.

IPPA will again team up with the Food Bank of Iowa in asking for donations at the Winter Pork Picnic to help feed Iowa’s hungry. All proceeds will be donated directly to the Food Bank of Iowa.

During the lunch, pork producers Ryan and Lana Reed from Ottumwa will receive the “Wergin Good Farm Neighbor Award”. The award, sponsored by the Iowa Department of Agriculture and the Iowa Ag Radio Network with financial support from the Coalition to Support Iowa’s Farmers, honors Iowa livestock producers for their commitment and dedication to the environment, their community, and their livestock. The presentation will be broadcast live on WHO Radio by farm broadcaster Bob Quinn.

Other participating sponsors of the Winter Pork Picnic include Fareway Stores, Webster City Custom Meats, Rotella’s Italian Bakery, Frito Lay, Pepsi Americas, Cookies Food Products, Wells Blue Bunny, and Tyson Fresh Meat.