

Talking Pork: Tailored Communication for a Diverse Consumer Landscape

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Background

- The pork industry has faced **heightened public scrutiny**
- Existing literature documents **consumer perspectives on pork** industry concerns but has a **limited focus** on strategies for segmenting audiences and tailored messaging
- There is a **gap in understanding effective strategies for segmenting audiences and tailoring communication messages** in the pork industry

Purpose

- Explore how the perception of pork industry stakeholders' communications with consumers

Research Questions

- *How do participants describe their experiences when communicating with diverse audiences?*
- *What challenges did participants describe for communicating with diverse audiences?*
- *What cultural aspects were influential in participants' communication with diverse audiences?*

Methodology

Data Collection & Analysis

Qualitative research design 18 participants Three focus groups



explore stakeholders' perceptions of consumer communication preferences



producers, communication personnel, and veterinarians



at an annual mid-western swine conference

Trustworthiness



member checks, audit trail, and peer debriefing

Thematic analysis



to identify themes and subthemes

Findings

Ross: "I ... [have] to combat with the social media information, ... [and] **correct some of the incorrect knowledge** that has been passed to [my kids.]... **Face-to-face conversations...** [cause me to be] frustrated... the information that's put out through [social media is]... **perceive[d]...as more trustworthy**"



Mary: "If I am on the stage at the... fair, ... I am going to assume [the crowd] know absolutely nothing.... [so] if I say the word **sow, I'm saying it's a mom pig that has babies.** ... And we're **saying harvest, not slaughter.** [It's]... simple but big."



Ken: "my personal conversation[s] with my friends... were pretty successful, I **changed their perception about pork...** probably [because of] my expertise as a **swine guy.**"



Maria: "[In] **Mexican culture, we make tamales with the lard,** ... or to make carnitas, ... For example, Mexico used to kill or **butcher the pig, and then, make carnitas** and you get a lot of amount of lard. Then, you cook for a different kind of dishes."



Conclusion

The study highlights the importance of **adapting communication strategies**, emphasizing the need for **tailored messages** across channels and cultural contexts

Recommendations:

- Use "**edutainment**" videos on TikTok and Instagram
- Employ targeted strategies to combat **consumer misinformation**
- Utilize **diverse communication channels** for a broader audience reach
- Research **minority group's engagement** with pork
- Ensure **culturally sensitive** and **inclusive** communication strategies