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## Iowa's producers extend thanks to Culver's Restaurant

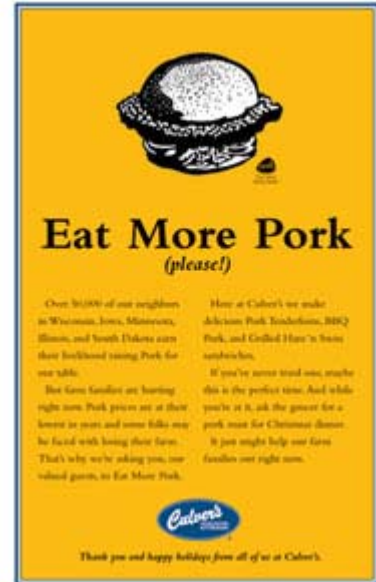
The Iowa Pork Producers Association, along with the Wisconsin Pork Council and the National Pork Board is pleased to announce Pork Appreciation Day at Culver's Frozen Custard Restaurant.

On July 25, six Iowa pork producers will be visiting locations across Iowa to extend a personal "thank you" to the restaurant owners for all Culver's has done to increase pork consumption. At this time, owners will be presented with a gold pig pin as well as a certificate of appreciation.

The gesture is in response to Culver's campaign that took place during the low hog prices of 1998. During that time, restaurant founder Craig Culver encouraged his 70 Culver's restaurant owners in Iowa, Wisconsin and Illinois to push pork during Christmas to help pork producers. To spread the word, Culver's recorded a radio message that asked consumers to understand the current pricing situation and respond by "asking the grocer for a pork roast for Christmas dinner" to help boost demand.

Culver's asked their guests to "Eat More Pork" and "substitute pork entrées instead of their own famous ButterBurger, made out of lean ground beef, in order to help farmers out." According to Culver, "The response was overwhelming." Sales were increased on the restaurant's pork tenderloin, BBQ pork and grilled ham sandwiches.

Started in 1984 in the small town of Sauk City, Wisconsin, there are now 136 Culver's Frozen Custard restaurants in 10 states. Iowa producer's participating in Pork Appreciation Day are: Marsha Wing, Tricia Burke, Suzy Van Horst, Jerry Becker, Mary Michels, Kim Sittig.



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