

The Search for
the Next Pork
Personality

ENTER TODAY!



Grate
Summer Grilling
Recipes



THE DAILY PORK
June, 2009 **EXCLUSIVE PORK COVERAGE** 

pork, knife & spoon
all new blog



Pork Plays a Starring Role on the Grill this Summer

If you thought last summer was poppin' with perfect pork dishes then you are in for another *grate* season on the grill! America's Pork Producers have teamed-up with celebrity chef and grilling guru Guy Fieri for the second year in a row to bring you pork dishes that are sure to add some spicy sizzle to your summertime festivities.

Backyard Bash

According to Guy Fieri, nothing says "versatility" quite like pork. "I love pork because it pairs with anything – spices, seasonings, flavors or side dishes, which is what makes it the secret to good grillin'. No matter what your 'pork-sonality' is – whether you like it low and slow on the barbeque or prefer to toss a tenderloin on the grates – there's something out there for you."

And with 70 percent* of Americans cooking more at home to save money, pork is cast as the lead meal choice because it is one of the best values in the meat case today.

Not only that, Fieri knows pork is quick and easy to prepare. It can be as simple as throwing together some spices to create a custom rub or just grabbing some ground pork to whip up tasty burgers. To make sure you're armed and ready with recipes that will thrill the crowds this summer, we have a few of Fieri's favorites just for you! Fieri shows how easy it is to pair a variety of flavors with pork to create seasonal dishes that are on the table in no time:



[Strawberry Pork Chop Fiesta](#) – This appetizer combines fresh summer strawberries, artichokes and



[Tastebud Poppin' Pork Piccata](#) – With garlic, capers, white wine and Dijon mustard, this twist on



[Pork En Fuego](#) – According to Guy, the "fire" in this lean pork tenderloin dish is all in the spices. Think

chiles with a bacon-wrapped chop for a unique pairing of sweet and savory flavors – an ideal crowd-pleaser for backyard barbeques.

a traditional piccata is big on flavor and small on prep. Pork blade steaks are simply marinated, then hit the grill – all taste, no sweat!

cayenne pepper, paprika and cumin meet fresh peppers and red pepper flakes. Caliente!

Sizzlin' Safety Tips

Summer grilling is a great time to relax while enjoying family, friends and great food! But before you begin firing up the grill, keep in mind the following safety tips to help keep you and your grilling crew safe:

- Wash hands with hot, soapy water before and after handling any raw pork products.
- Thoroughly wash all utensils, containers, cutting boards and work surfaces.
- Thaw frozen pork in the refrigerator or the microwave, following directions on the packaging.
- Marinate pork in the refrigerator, not at room temperature. Discard, or boil 1 minute, any remaining marinade.
- Never chop vegetables or salad ingredients on the same cutting board used to prepare raw pork unless the board is thoroughly sanitized between uses.
- Use a digital meat thermometer to judge the doneness of any pork cuts. When the internal temperature reaches 155 degrees F., remove from heat and allow the pork to stand for 10 minutes. The pork's internal temperature will rise about 5 degrees after cooking.
- Wash plates used to carry uncooked food to the grill and use a clean plate to transport cooked pork from the grill to the serving area.
- Refrigerate or freeze leftovers promptly. Don't leave perishable foods at room temperature for longer than two hours.

Taking It To The Streets

Bold recipes and great tips like these may be coming to a city near you. The Other White Meat® Tour is criss-crossing the country this summer to show America why pork is the secret to great grilling. In each market, visitors will be able to sample delicious pork recipes seasoned with [McCormick® Grill Mates® Sweet & Smoky Rub](#), enjoy live cooking demonstrations and a variety of games to win some pork-tastic gear.

A dozen of the stops will include a local contest to find Pork's #1 Fan in that city. Entries will be collected on-site at the tour and winners will walk away with a \$500 gift card to a local retailer. In those markets, for everyone who enters the contest, America's Pork Producers will provide 10 pounds of pork to a local food bank – that's equivalent to 50 meals per entry!



Check out some of the grate local entries we've received in cities including [Austin](#), [Houston](#), [Wichita](#), [Memphis](#), and [Cincinnati](#) and be sure to search [The Other White Meat®Tour](#) schedule below to see when we are visiting your city!

“Search for the Next Pork Personality”

Do you have a pork tip that’s behind the secret to your grilling success? Perhaps a home-brewed spice rub, special sauce or marinade, or slow-and-low cooking secrets? Tell us! Through August 31, passionate pork fans everywhere can enter the National Pork Board’s “Search for the Next Pork Personality” contest by submitting a video at TheOtherWhiteMeat.com. Each entrant must share their best tip for grilling pork. Multiple factors will be considered when selecting the “top hog,” including creativity and originality, and the pork love needs to come through loud and clear.



Three finalists will be selected for a live finale grill-off in New York City. Each will prepare a pork recipe that showcases their tip for Fieri and a panel of judges. The winner will be named the “Next Pork Personality,” take home \$5,000, a [Char-Broil®](http://Char-Broil.com) grill and grilling accessories.

“Go big or go home – that’s the way I cook and that’s how you’ll have to grill if you want to be the Next Pork Personality,” says Fieri. “I want to see an awesome tip, an amazing pork recipe with off-the-hook flavor and a personality that’s bigger than mine!”

What are you waiting for?! Visit TheOtherWhiteMeat.com to submit your entry and view the complete rules. The contest ends August 31, 2009. For a little video inspiration, be sure to check us out on our You Tube page --- just click [here!](#)

*The survey was conducted online with a random sample of 1,093 mothers aged 18+ with a child/children in the home – all members of the Impulse Research proprietary online panel. The Impulse Research proprietary online panel has been carefully selected to closely match US population demographics and the respondents are representative of American women 18+. Research was conducted in December 2008. The overall sampling error for this survey is +/- 3% at the 95% level of confidence.

[Unsubscribe](#)



Don't be blah.®

[Update Profile](#)

This email was sent by: %%Member_Busname%%
%%Member_Addr%% %%Member_City%%, %%Member_State%%, %%Member_PostalCode%%