

HAM: A PRODUCT FOR ALL SEASONS

BRAND POSITION

Pork, and especially ham, is on trend in the marketplace and remains the No. 2 most consumed protein in the U.S. Its popularity goes well beyond the holidays. Ham is tasty, versatile and competitively priced.

REASONS TO BELIEVE

- There is an energy and passion for ham.
- Consumers are open to purchasing ham off-season.
- There is a positive attitude around ham.
- Ham has a strong connection with the holidays.



RETAIL

- **Supermarkets** remain the **#1** destination for all consumers interested in purchasing ham.
- Purchasing from supercenters, club stores, and natural food stores remain higher among ages 18-34.

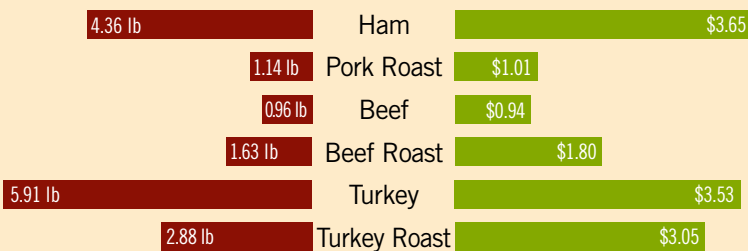


BUYING BEHAVIOR

Holidays are the most common serving occasions, but **55%** of consumers serve ham as an **EVERYDAY MEAL**.



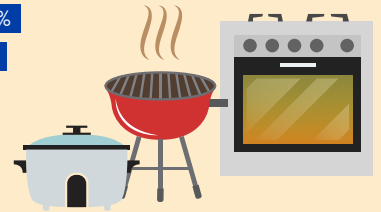
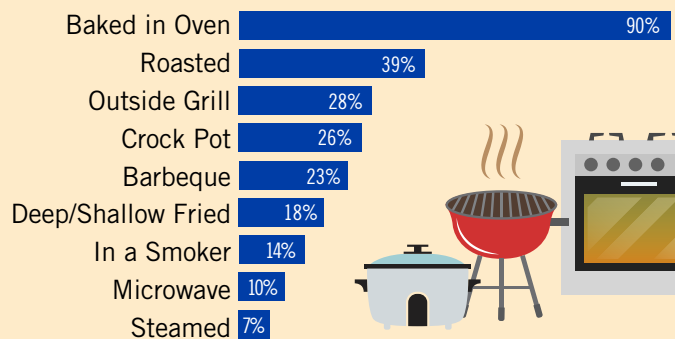
\$ Ham is the highest indexing holiday meat.
(Source: Nielsen Fresh Facts)



Average Holiday Index in pounds (left) and dollars (right).

COOKING

Consumers use a variety of methods to prepare ham.



Purchase frequency can be increased with consumer education around ham being fully cooked.

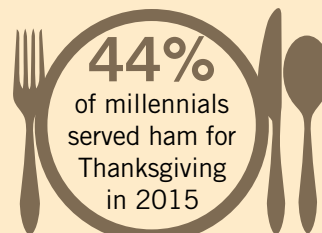
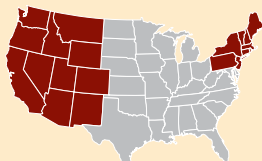
TAKEAWAYS

- Ham is great at the holidays, but is truly a product for all seasons.
- Consumers will see more choices in ham selection, with smaller sizes and portions available to meet the needs of smaller households and millennial shoppers.
- Ham is an "everyday" meal, and so quick to prepare because it is already cooked. Just warm it up!
- Retailers are promoting hams beyond the holidays to introduce ham to a new generation of consumers.



DEMOGRAPHICS

- The average purchase frequency for ham is $\leq 1x$ month.
- These consumers purchase ham at least 2x/month:
 1. Younger people (18-34 years old)
 2. Larger households (3+)
 3. Consumers living in the Northeast and West



(Source: Yahoo Food Survey)

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