

PORK DEMANDS RESPECT

Watch Episode 3 at www.OhioPork.org and see how a producer tries to sell pork to consumers.

Farmers are people who provide products and services. Tony Bornhorst is a pork farmer. What does he do to sell his product?

1. sells sandwiches at the Eldora Speedway,
2. sends the Pork Queen to grocery stores, and
3. serves samples to people at the races and county fairs to give samples.

Consumers are people who buy products and services. Who are the consumers in this video?

1. people at Eldora Speedway,
2. men and women who are interviewed at the races,
3. men and women who try samples, and
4. people who are cooking and serving

Consumers decide which product to buy. Be a consumer of a pork sandwich. If you were buying a pork sandwich, what would be most important to you? Number these factors from 1-5 in order of **most important** to you (1) to **least important** (5).

___ Appearance

___ Price

___ Advertising

___ Portion size

___ Taste

Producers try to convince consumers to buy products. Consumers need to know the difference between a fact and an opinion.

Fact: information not open to debate.

Opinion: a view that is open to debate.

Which of these statements are Facts (F)? Which of these statements are Opinions (O)?

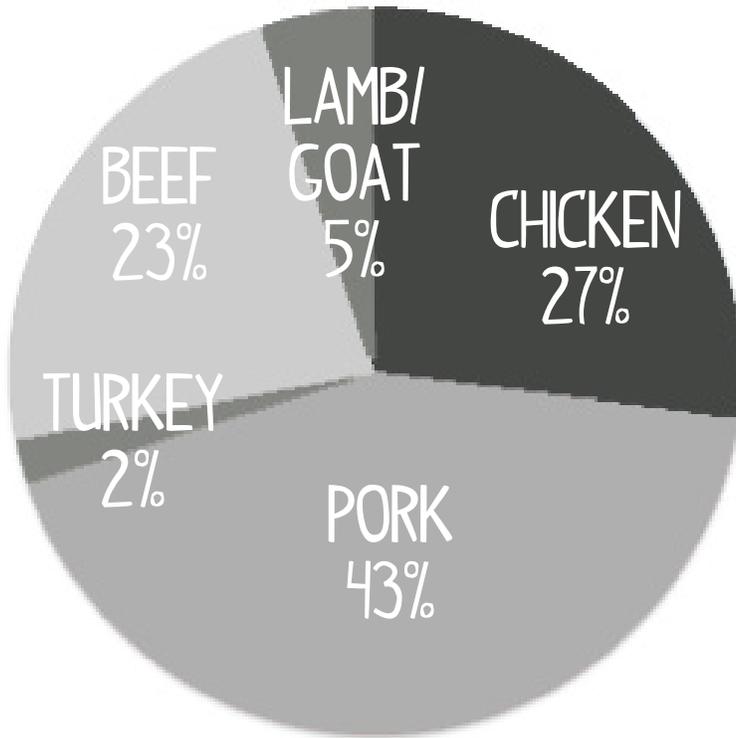
F There is a pork industry in Ohio.

F Tony Bornhorst is a pork producer.

F Pork comes from hogs.

O Pork makes the best sandwich.

O All people at the speedway eat pork.



Look at this circle graph.
Rank order consumers favorite meats.

1. PORK
2. BROILER (CHICKEN)
3. BEEF
4. LAMB/GOAT
5. TURKEY

Consumers like pizza!
94% of Americas eat pizza.

What meat do consumers choose most often?

PORK

