



A Chop By Any Other Name

In pop culture the pork chop is one of the staples of the All-American family's diet. Iconic TV shows that span generations such as "The Brady Bunch" and "The Simpsons" all make references to the pork chop on several occasions. But what if pork chops got a makeover and weren't called pork chops anymore?

Rebranding is a common practice especially among new products that are not performing as well in the market as the producer hoped. The transition is usually easy since the product, commonly, is fairly new, but how easy is it when the cuts of pork being rebranded have been around for ages?

For over six months now the National Pork Board has been incorporating a rebranding campaign. This campaign has not only changed pork's slogan from "The other white meat" to "Be inspired," it is also changing the name of some of pork's most popular cuts.



While the campaign has good intentions many people wonder why the name change for the cuts is needed. Alan Garza, an employee of United Supermarket's meat department, was told of the name change at a meeting held by the department.

"I'm not going to argue with the change," Garza said "But, I do think it will confuse a lot of the customers since the store wants us to start using the new names rather than continuing to use the old ones."

Garza's relaxed attitude towards the subject is what the Nation Pork Board is hoping for. Unfortunately not everyone

is taking the news well. During the meeting at United one of Garza's coworkers decided to loudly voice their dislike for the renaming.

"Everyone seemed ok with it, I mean what are we supposed to say, no?" Garza said as he explained the scene that took place. "Then all of a sudden one of the new employees stands up and unloads on our manager, asking how he was

supposed to help people if he can't call what their looking for by a name they will recognize."

Garza suspects that many people will not easily accept the name change since pork has been around for a long time under names everyone has gotten used to.

Pork is not the first food to try and remake its image. In 2000 the California Prune Board launched a \$10 million rebranding campaign, renaming prunes dried plums. Unfortunately the campaign was not a success. High fructose corn syrup also tried, about a year ago, to change its name to corn sugar but the FDA did not allow the change to stick. Some, though, are hesitant to lump pork in with these other rebranding campaign since pork is not trying to shake a negative image. Pork is simply trying to keep things fresh and show customers the versatility of the meat.

Many people, such as the disgruntled United Supermarket employee mentioned earlier, react to the rebranding as though it is going to cause rioting. They believe a simple name change is enough to make people stop buying pork, but the rebranding has already been in effect for six months and not many people have even seemed to notice.

The reason people haven't been noticing the campaign might be due to the fact that most people have not adopted the new names. Even if stores have begun to use the new names most people buy the prepackaged pork cuts and therefore do not need to have a conversation with an employee that would lead to them learning the new names of the different cuts.

The main focus, for the media, on this campaign are the name changes, but there is more to this campaign than that. The National Pork Board has recently revamped its website giving it a more user friendly interface and a more modern design. The board has also begun to provide retailers with tools to encourage the success of the campaign such as a labeling system that suggests the best way to prepare the particular cut of pork that the customer has bought.

The name change is not as drastic as people think. A pork chop will still be a pork chop at the family dinner table, the names of the specific types of pork chops is what's changing. For example, the Loin Chop is now the Porterhouse Pork Chop, and the Rib Chop is being changed to the Ribeye Pork Chop.

While the names may be changing the product remains the same, the iconic pork chop is will still hold its place in American pop culture. So when you do finally notice that the name on your favorite cut of pork has changed, don't worry, that's the only thing about it that has changed.

Pork's Most Popular Cuts

Category	Cut	Image
SHOULDER	Shoulder Steak, bone-in	[Image]
	Shoulder Roast, bone-in	[Image]
	Shoulder Country-Style Ribs, bone-in	[Image]
LOIN	New York Chop	[Image]
	Porterhouse Chop	[Image]
	Ribeye Chop	[Image]
	Sirloin Chop, boneless	[Image]
	Loin Back Ribs	[Image]
	Loin Country-Style Ribs, bone-in	[Image]
	Loin Country Style Ribs, boneless	[Image]
	New York Roast	[Image]
Tenderloin	[Image]	
SIDE	Spareribs	[Image]
	St. Louis-Style Ribs	[Image]

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Be inspired

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