:60 spot – VR messaging

Every day, thousands of family farmers throughout North Carolina start their mornings with common goals – to contribute to a better quality of life in our communities, and provide safe, affordable and wholesome food for our neighbors here at home and around the world.

North Carolina pig farmers work hard to follow the highest quality safety and health standards, while protecting and promoting animal wellbeing and safeguarding our natural resources.

North Carolina farmers follow quality assurance programs, that use proven methods to help assure that we do things right. North Carolina farmers are committed to doing what’s best for consumers, animals, and the environment, because it's the right thing to do.

We all strive to contribute to a better quality of life in our communities, and to provide safe, affordable and wholesome food for our neighbors here at home and around the world.

This message was brought to you by North Carolina pig farmers and the Pork Checkoff program.

“A Long-term commitment”

:60 spot

ANNCR: For decades, North Carolina’s pig farmers have been committed to producing a safe, wholesome and affordable food supply.

From ethical principles to industry-leading education, they have a track record of quality assurance – and continuous improvement.

This includes their commitment to the environment, animal care and the quality of life in their communities.

Every day on farms across North Carolina, the efforts of pig farmers demonstrate their dedication to producing safe, affordable and wholesome food for their neighbors here at home and around the world.

No one has more on the line when it comes to responsible and ethical pork production than the farmers themselves – nobody cares more.

This message was brought to you by North Carolina pig farmers and the Pork Checkoff program.

“Savor this”

:60 spot

Before you sink your teeth into those tender baby back ribs…

Before you cut into that juicy chop …

Savor this –

There’s no better, safer, more responsible pork – anywhere.

That’s right. You can rest assured that North Carolina pig farmers have a long-standing commitment to quality and responsibility.

For decades, their mission has been to continuously improve their methods. And today, North Carolina’s farmers are leaders in the use of responsible practices that benefit the environment, the animals and their communities.

The fact is, nobody cares more about today’s pork than the farmers themselves.

So enjoy! And know that one of the reasons pork is so delicious is because of the care that goes into producing it.

Funded by North Carolina pig farmers and the Pork Checkoff Program.