Des Moines, Iowa (August 5, 2015) –

Pork has been the fastest-growing protein in foodservice since 2011, according to Technomic, Inc.’s 2015 Volumetric Assessment of Pork in Foodservice. The 2015 foodservice pork category totals a record 9.8 billion pounds, reflecting a volume increase of 533 million pounds over 2013. Gaining momentum, this number is slightly higher than the 462 million pound growth experienced from 2011 to 2013. The 2.6 percent pork category increase in 2015 outpaces the protein growth average of 0.7 percent and the total foodservice industry growth of 1.2 percent.

“We are pleased to see the continued growth of pork in foodservice,” said Stephen Gerike, director of foodservice marketing and innovation for the National Pork Board. “The volumetric study shows that pork has been the strongest performer in the industry for four years straight. The versatile protein is being leveraged across the country by operators who want to deliver flavor, inspiration and innovation on their menus.”

Over the past two years, the volume of processed pork increased by 2.8 percent, slightly outpacing the 2.0 percent increase for fresh pork. Processed pork continues to make up 78 percent of the total volume. The four largest categories driving the pork category growth are bacon, processed ham, breakfast sausage and ribs, which represent 65 percent of the total carcass weight pork volume.

In categories where both uncooked and pre-cooked pork offerings exist, the use of uncooked pork has grown at a slightly faster rate than pre-cooked over the past two years at 3.4 percent and 3.2 percent, respectively. In categories where bone-in and boneless formats are available, both versions have increased in volume since 2013, with boneless pork use growing at a marginally faster rate.

Nineteen of the 28 pork product categories reviewed exhibited positive growth. Carnita meat and pulled pork are the fastest-growing categories by percent, with a compound annual growth rate of 13.2 percent for carnita meat and 13.1 percent for pulled pork. This increase is almost double the percentage growth reported in 2013. Notable growth was also seen in Canadian bacon, bratwurst, shoulder/butt, prosciutto, pork hocks/shanks and chops. On a weight basis, bacon and processed ham grew from 2013 to 2015 by 195 million pounds and 93 million pounds, respectively, the highest volume among all the categories.

When it comes to the three major dayparts, the usage of pork is fairly evenly split, with Snack representing a small share of the volume. These shares have not changed since the 2013
Volumetric Assessment. Pork also is menued across all segments, with growth particularly strong within limited-service restaurants, full-service restaurants and supermarket foodservice. Limited-service restaurants use 2 of every 5 pounds of pork in foodservice, the largest share of any segment. Combined with full-service restaurants, these two segments represent about two-thirds of all pork volume.

Menuing pork presents many opportunities for operators to grow their business and be profitable. For more information on the 2013 or 2015 Volumetric Assessment of Pork in Foodservice or to find out how pork works harder on the menu, please contact the National Pork Board at (800) 456-7675 or foodservice@pork.org. Valuable information can also be found at porkfoodservice.org.

About the National Pork Board and the Pork Checkoff

The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest $0.40 for each $100 value of hogs sold. Importers of pork products contribute a like amount, based on a formula. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, science and technology, swine health, pork safety and sustainability and environmental management.

For more information on the National Pork Board and Checkoff funding please visit Pork.org.