

TEXAS PORK PRINCESSES

*by Kenley Krohn, Reese Huffaker
and Madeline Rakowitz*





MEET THE TEAM

KENLEY KROHN

**Hometown: Lamesa,
Texas**

**Majoring in Agricultural
and Applied Economics at
Texas Tech University**

**Wanted to get involved in
anything Texas Pork
related; heavily
interested in the
consumer side of pork.
Overall, eager to gain
more knowledge on
marketing and sales!**



Hon

Maids

War



Reese Huffaker

Hometown: Post Tx

MAJORING IN ANIMAL SCIENCE AT TEXAS TECH UNIVERSITY

I WANTED TO STAY HEAVILY INVOLVED IN TEXAS PORK, THIS PROGRAM HAS GIVEN ME SO MUCH INSIGHT IN THE PORK INDUSTRY THOUGH EVERY IN AND OUT. I HAVE ENJOYED MOST GETTING TO LEARN ABOUT HOW MUCH WORK GOES INTO THE MARKETING OF PORK, AND GETTING TO LEARN FROM PROFESSIONALS HOW THIS EFFECTS THEIR EVERY DAY LIFE.



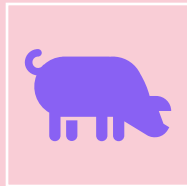
PROJECT TOPIC



The project topic we were presented with: Meals Made Easy.



The topic of the subject was for students like us to create a collection of social media content for Texas Pork to use that showcases simple ways to utilize pork in their busy schedules, especially as college kids.



This is important to Tx pork because it helps showcase kids in the industry in action, not just promoting pork but actually consuming it, and learning how to cook convenient meals.

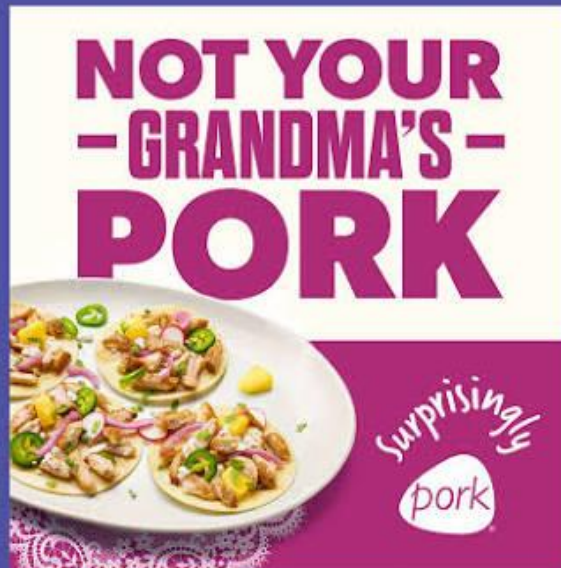


ISSUE PROJECT ADDRESSES:

***NOT ENOUGH PORK**
CONSUMPTION FROM THE
YOUNGER GENERATION OF
CONSUMERS*



**TASTE WHAT
PORK CAN DO.®**



**WE'LL
BRING THE
FLAVOR.**

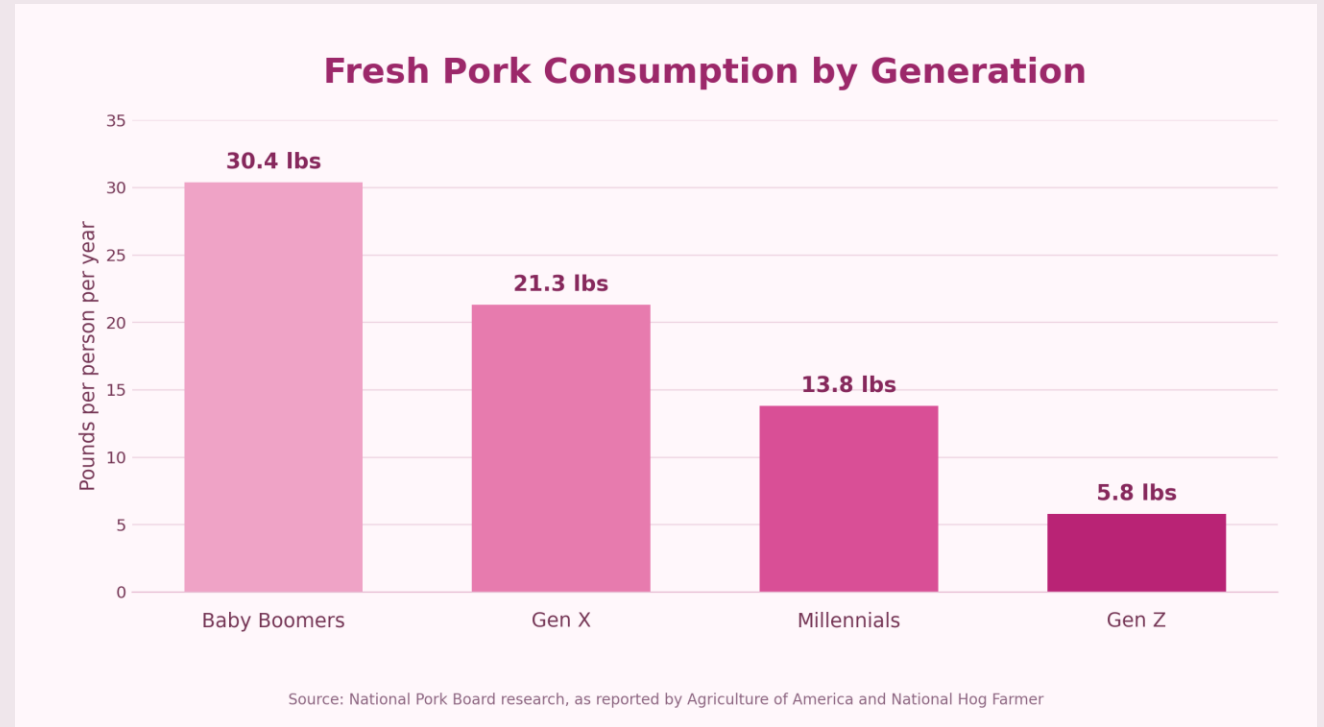


**TASTE WHAT
PORK CAN DO.®**



ISSUE: LESS PORK CONSUMPTION?

The Gen Z consumption rates



The pork industry faces a challenge when it comes to connecting with younger consumers. The statistic in our graph estimates that Gen Z consumes about 5.8 pounds of pork per person each year. This raises an important question about how the industry can make pork more appealing and relevant to younger generations.

PROJECT PLAN: HOW WE ARE PLANNING TO FIX IT?

01

Our project plan focuses on finding creative ways to make pork stand out to younger consumers without making it feel like a typical advertisement.

02

We want to create content that catches their attention and makes them interested in trying pork for themselves.

03

Instead of telling people what to eat, we want to showcase appealing meals and ideas that make them think, "That looks so good, I want to try making it!"

04

Our goal is to make pork feel more relevant to Gen Z's interests and everyday lifestyles while encouraging them to choose pork more often.



PROJECT PLAN CONTINUED

1. With **Texas Pork Princesses**, we are taking a more modern approach to promoting pork by focusing on what catches the attention of our generation.
2. We plan to experiment with different recipes, participate in popular trends, and create videos that people actually enjoy watching.

**TEXAS
PORK**
Since 1889

HOW WE PLAN TO CONNECT WITH OUR AUDIENCE

The most important part of our plan is making our content feel personal and authentic so our audience can connect with us.

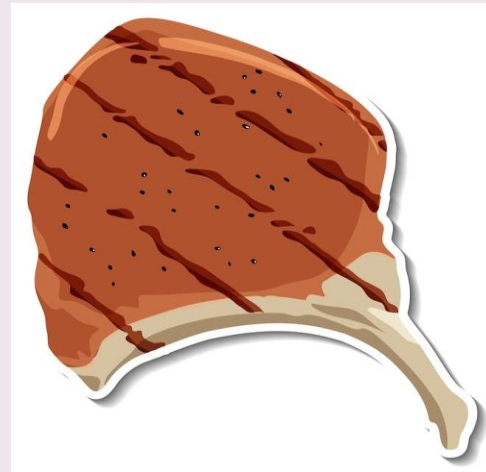
We want to show that cooking with pork doesn't have to be complicated or boring, and that there are endless ways to make it fit different lifestyles and food preferences.



GOALS FOR THIS PROJECT

As our account grows, we hope to build a community where people interact with our videos, share ideas, and feel inspired to try pork recipes on their own.

Our biggest goal is to make pork something people are excited to choose, not something they feel pressured to buy.



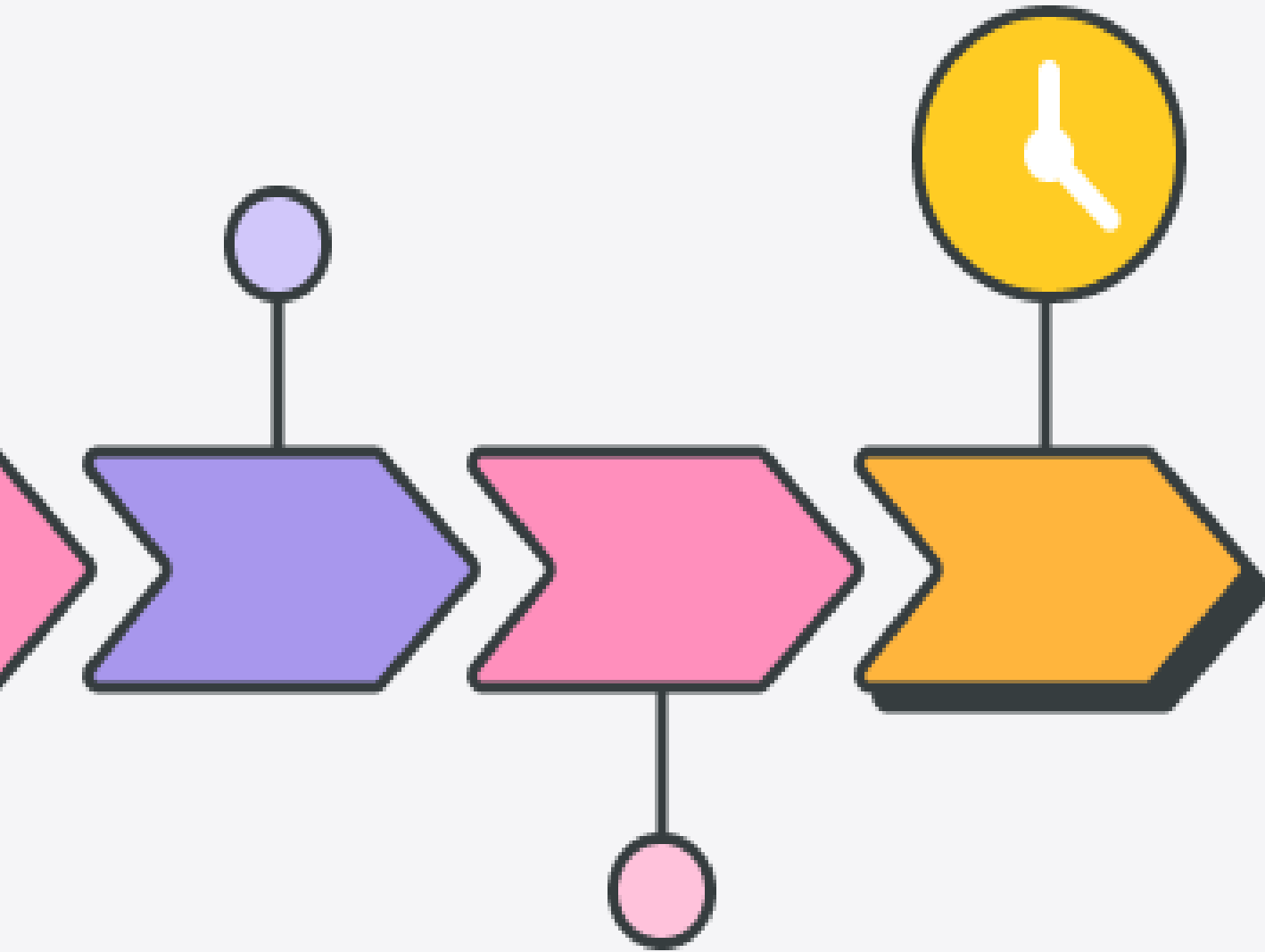
CONTENT PLAN:

One of our main goals is to get the younger generation more involved in pork consumption while helping them become more familiar with the pork industry.

To do this, we started a social media account called **Texas Pork Princesses**, where we share fun and creative videos about cooking pork and finding new ways to enjoy it. Our main idea is “**Making Pork Chic**,” which focuses on making pork more trendy, exciting, and appealing to younger consumers. Through our videos, we want to show that pork is not only delicious but also versatile and easy to incorporate into everyday meals. We hope to inspire our followers to recreate our recipes, try new pork products, and share their experiences with others.

Throughout this process, we have also used information and resources from **Texas Pork Producers Association and the National Pork Board** to better educate ourselves about the industry, pork nutrition, and the importance of promoting pork products. By combining reliable industry information with fun and relatable social media content, we hope to connect with younger audiences, encourage them to eat more pork, and help them develop a greater appreciation for the pork industry and the hardworking producers behind it.





TIMELINE:

June 25th → October 21st

- (Roughly 4 months)
- 1 month brainstorming
- Social account made July 24th
- 4post/month

Hi. We're Madeline,
Kenley, and Reese.
3 college students
passionate about
agriculture and the pork
industry.



We want to give
consumers the confidence
to choose, prepare, and
enjoy pork while learning
more about the people and
care behind the industry.

We created Texas Pork
Princesses to share what
happens behind the scenes
on pig farms and help
connect consumers with
the people who raise their
food.

welcome to our page!



POST 1

Welcome to our page !

Piggy pocket lettuce wraps

- macro friendly
- high protein
- contains healthy fats (avocado)
- 50 grams of protein

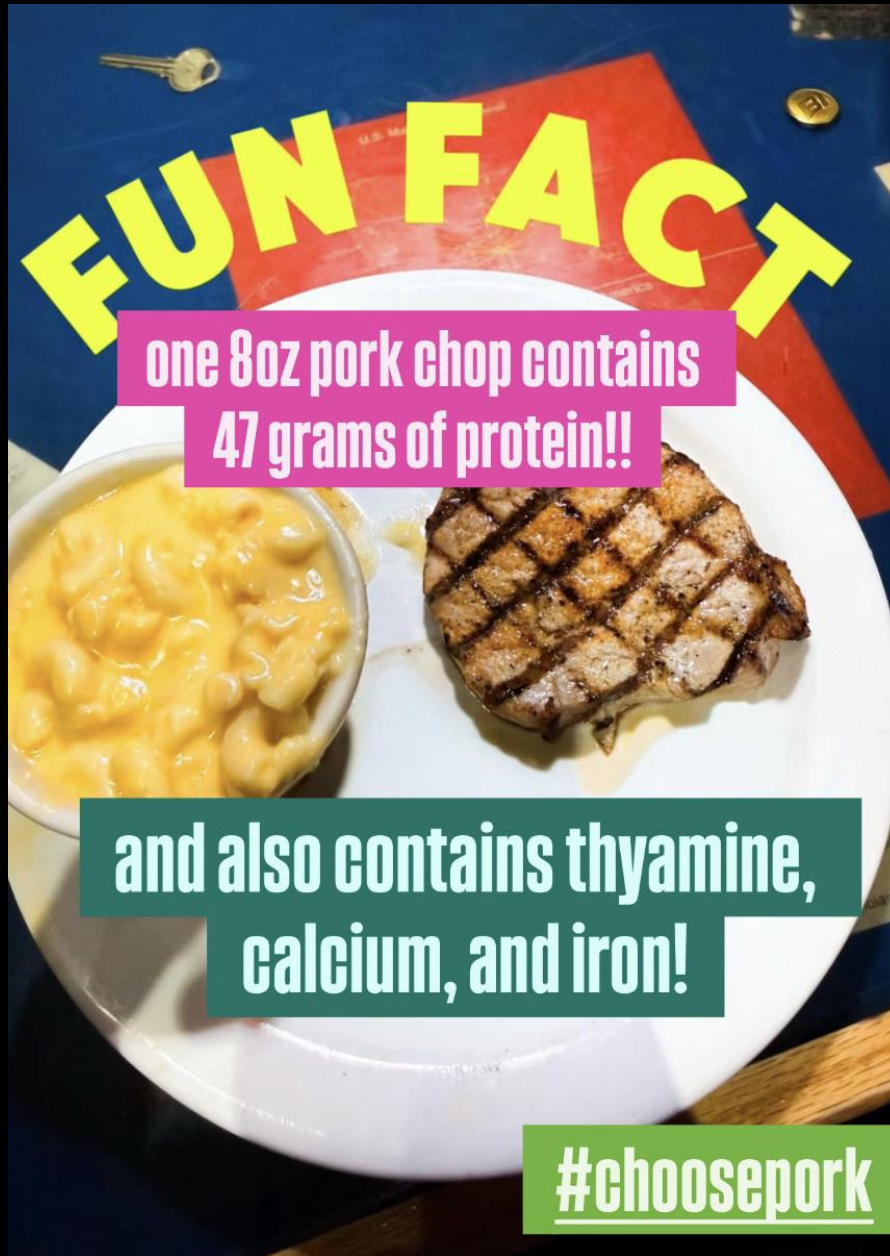


POST 2

**Similar content: National Pork Board
Bulgogi lettuce wraps**



POST 3





POST 4



Kinda chic
to be
passionate
for
agriculture



Kinda
chic
to
learn
new
things
everyday

126-6-24

POST 5

Kinda chic
to show
pigs

Kinda chic
to raise your kids
in the stock show industry



Kinda
chic
to
EAT
PORK

126



KINDA
CHIC TO
SUPPORT
THE 2%

TRENDS

1. Trends played an important role in how we approached our project because they helped us understand the type of content younger consumers enjoy.
2. We wanted to use popular social media styles to make our pork content feel natural instead of like a traditional advertisement.
3. By creating content that was visually appealing, relatable, and entertaining, our goal was to catch people's attention and make them interested in trying the recipes themselves.
4. Using trends like this gave us a way to connect with Gen Z in a format they are already familiar with.

UTILIZING INSTAGRAM REELS



Instagram Reels helped us reach younger consumers by presenting pork in a short, entertaining, and visually appealing format.



Since Reels can be recommended to people who do not already follow an account, they gave us an opportunity to introduce our content to a wider audience beyond our existing followers.



POST 6



pov: someone said “I just don’t like pork”

(you’ve just never had pork like this before 🤤)

POST 7

POST 8





POST 9

POST 10

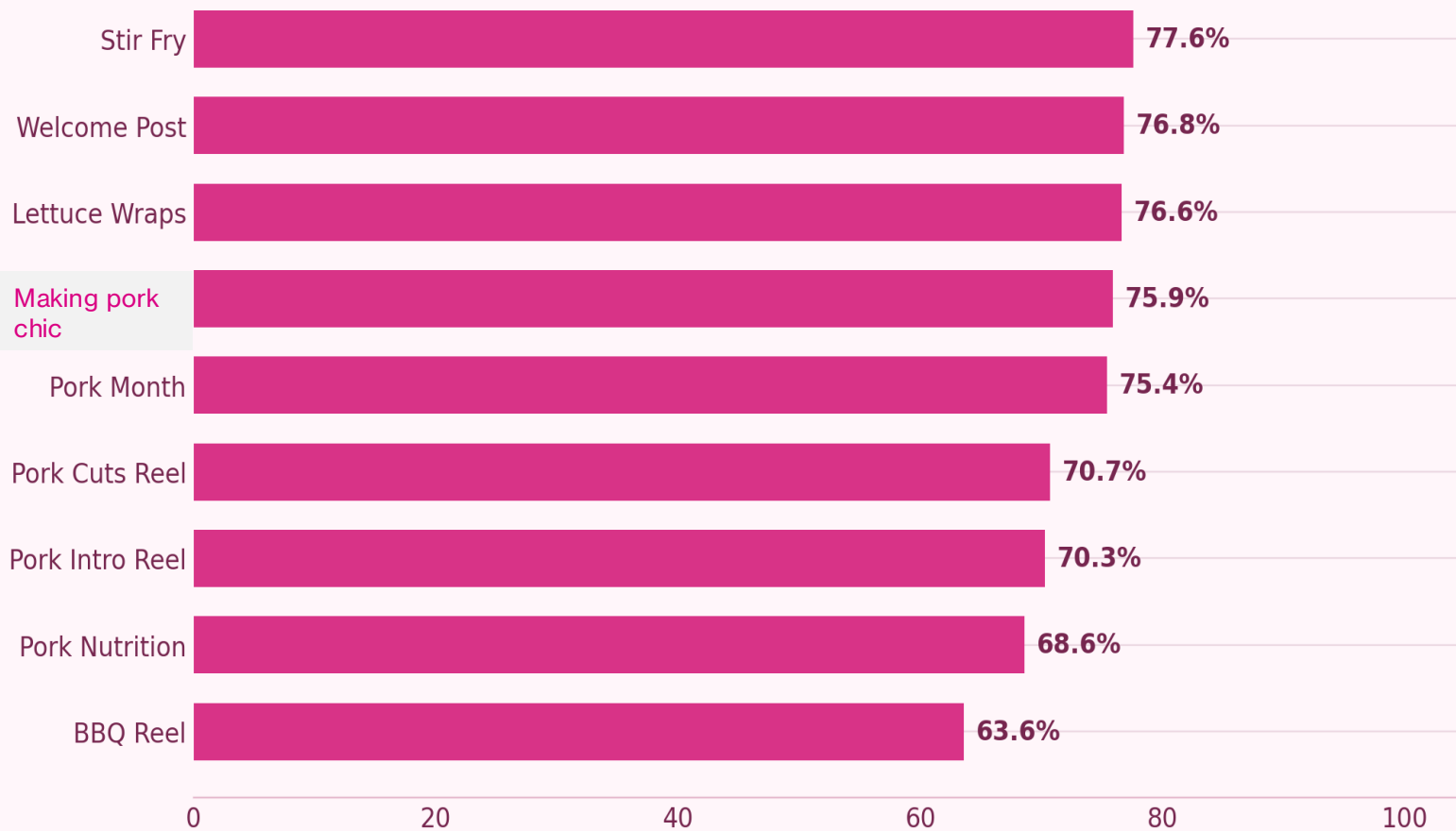


POST 11



Are We Reaching Younger Audiences?

Share of each post's audience ages 13-24 • Age groups combined



Percent ages 13-24
Source: Texas Pork Princesses Instagram Insights | Screenshots supplied October 2026

WHAT CONTENT WORKED

This graph shows how well we are reaching younger audiences between the ages of 13 and 24. One thing that really stood out to us was that over 60% of the audience for every post fell into this age group. Our Stir Fry post had the highest percentage at 77.6%, followed by our Welcome Post and Lettuce Wraps. This was exciting to see because one of our main goals is to get younger generations more interested in pork. Even though our recipe posts didn't always get the most likes or shares, they were still reaching the age group we wanted to target. This shows us that we're heading in the right direction, but we need to keep pushing our content and finding ways to get younger people more involved and excited about eating pork.

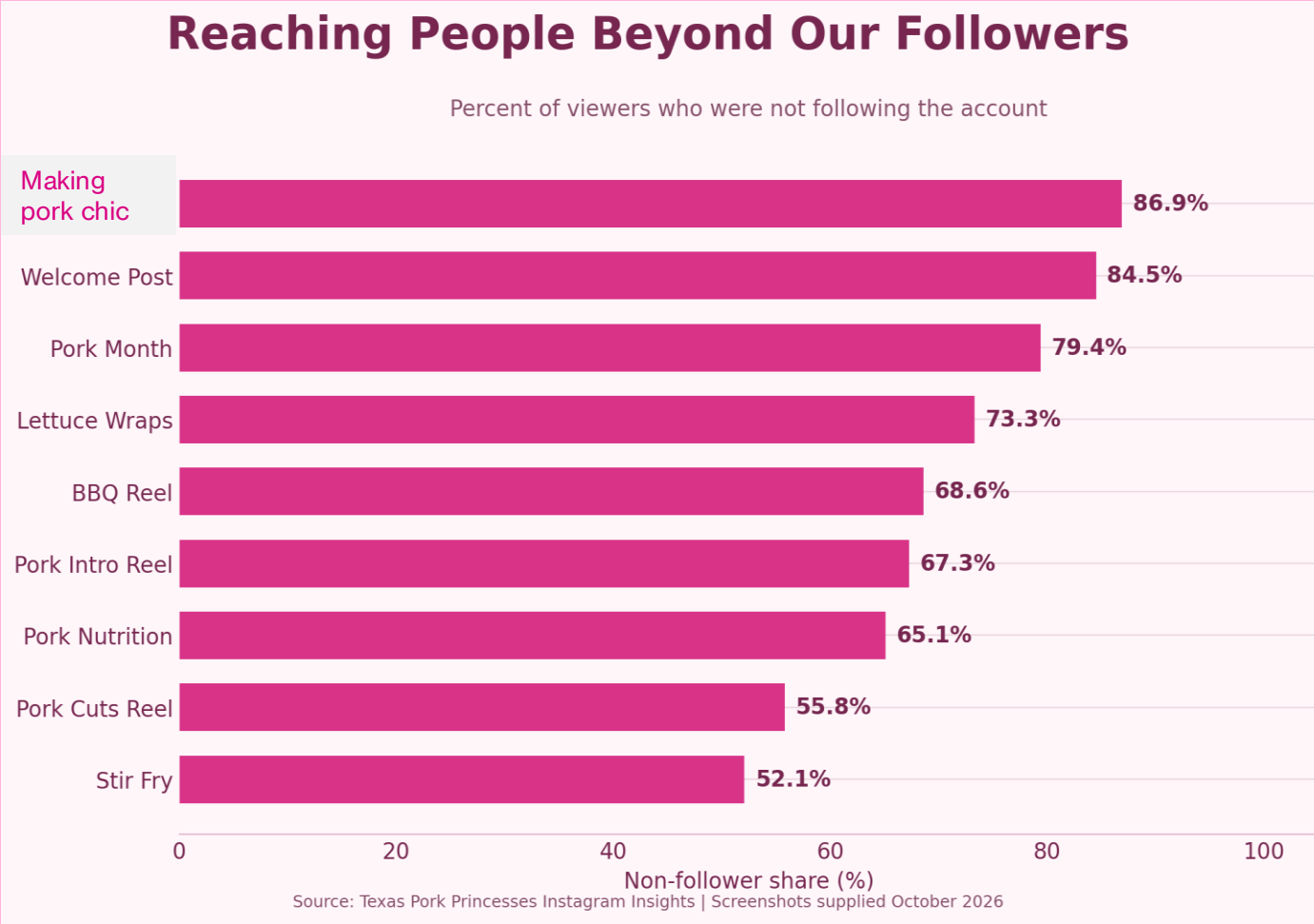
THIS GRAPH SHOWS HOW MANY PEOPLE WE ARE REACHING OUTSIDE OF OUR FOLLOWERS.

ONE THING THAT REALLY STOOD OUT TO US WAS THAT OVER HALF OF THE VIEWERS ON EVERY POST WEREN'T EVEN FOLLOWING OUR ACCOUNT.

OUR KINDA CHIC POST HAD THE HIGHEST PERCENTAGE AT 86.9%, FOLLOWED BY OUR WELCOME POST AT 84.5%. THIS WAS EXCITING TO SEE BECAUSE IT MEANS OUR CONTENT IS GETTING OUT TO NEW PEOPLE INSTEAD OF JUST THE ONES WHO ALREADY FOLLOW US.

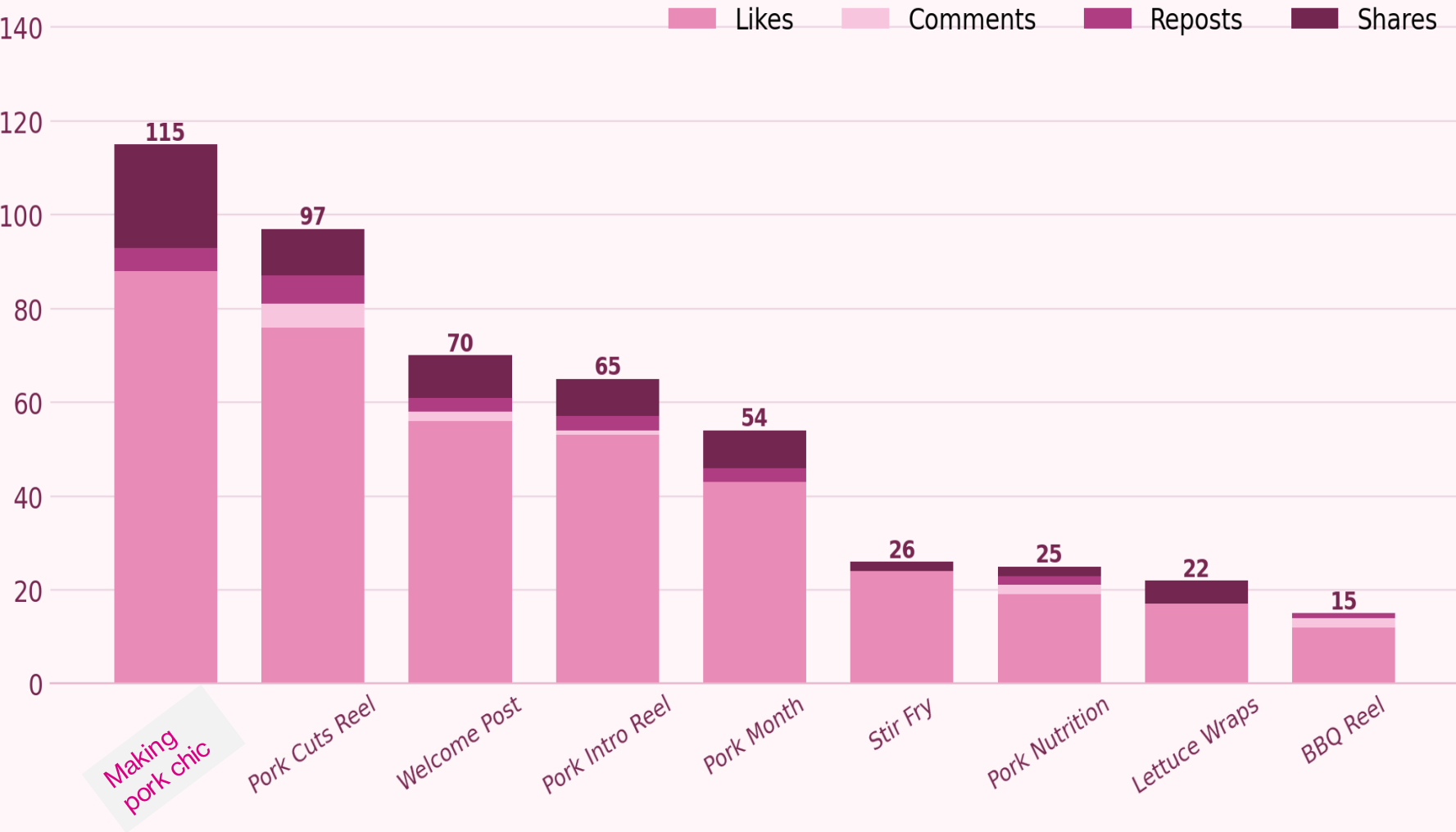
WE ALSO NOTICED THAT OUR POSTS ABOUT EATING PORK WEREN'T REACHING AS MANY NON-FOLLOWERS AS SOME OF OUR OTHER CONTENT. SINCE OUR MAIN GOAL IS TO PROMOTE PORK AND ENCOURAGE MORE PEOPLE TO EAT IT, WE WANT TO WORK ON GETTING THOSE POSTS IN FRONT OF MORE PEOPLE.

OVERALL, THIS SHOWS US THAT WE'RE DOING A GOOD JOB REACHING NEW AUDIENCES, BUT WE STILL HAVE ROOM TO GROW AND SPREAD OUR MESSAGE EVEN FURTHER.



How People Engaged With Our Posts

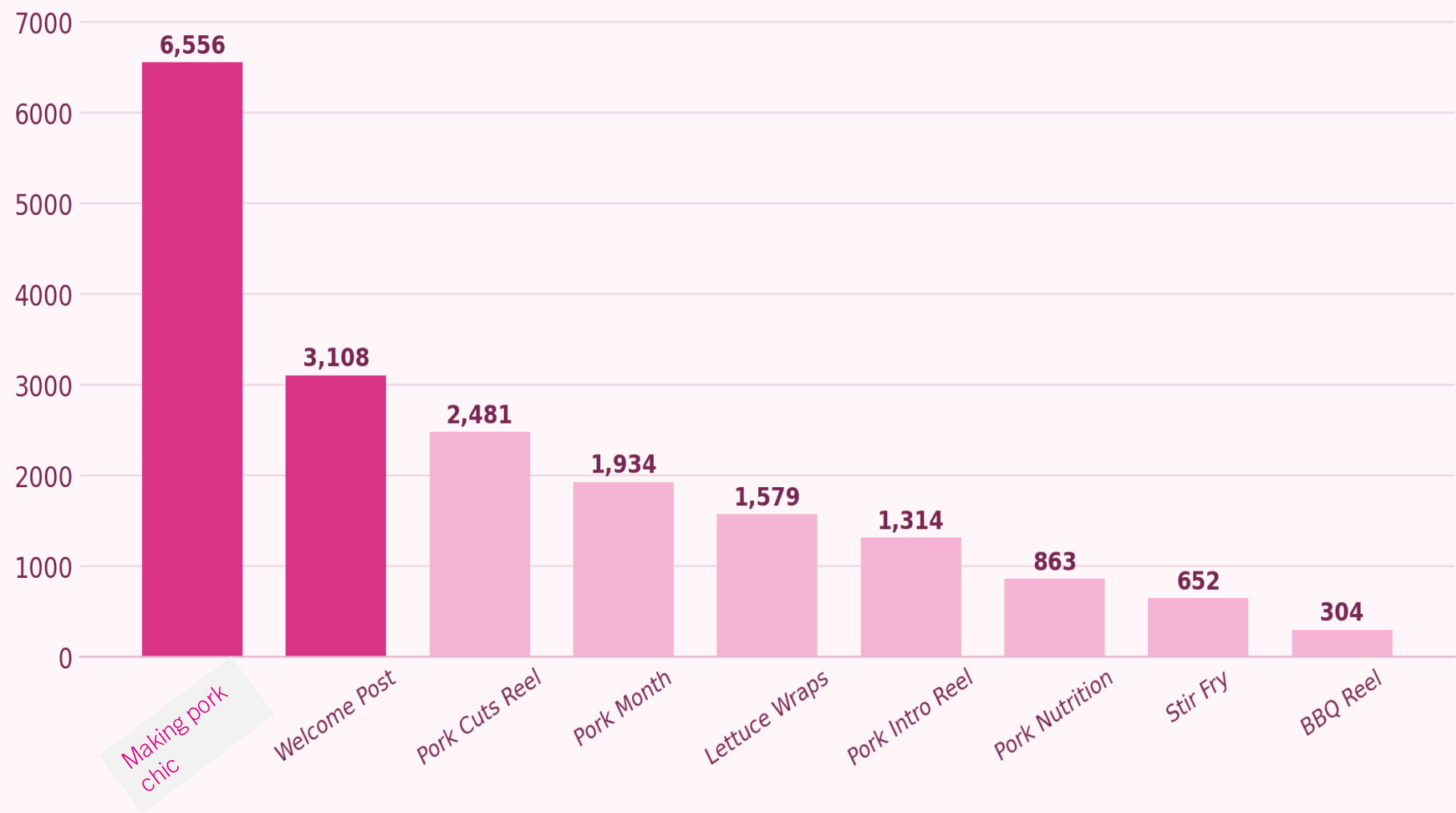
Likes, comments, reposts and shares by post



This graph shows how people interacted with our Instagram posts through likes, comments, reposts, and shares. Our "making pork chic" post had the most engagement with 115 interactions, followed by our Pork Cuts Reel with 97. One thing we noticed was that posts about our personal experiences and educating others about the pork industry did a lot better than our recipe posts. This showed us that people enjoy seeing our passion for agriculture and learning more about what we do. However, it also showed us that we need to push our posts about eating pork more. Since one of our main goals is to encourage more people to eat pork, we need to find ways to make our recipes and pork nutrition posts more interesting and engaging. Moving forward, we want to continue sharing our passion for agriculture while also finding new ways to get people excited about cooking and eating pork.

Which Posts Got the Most Views?

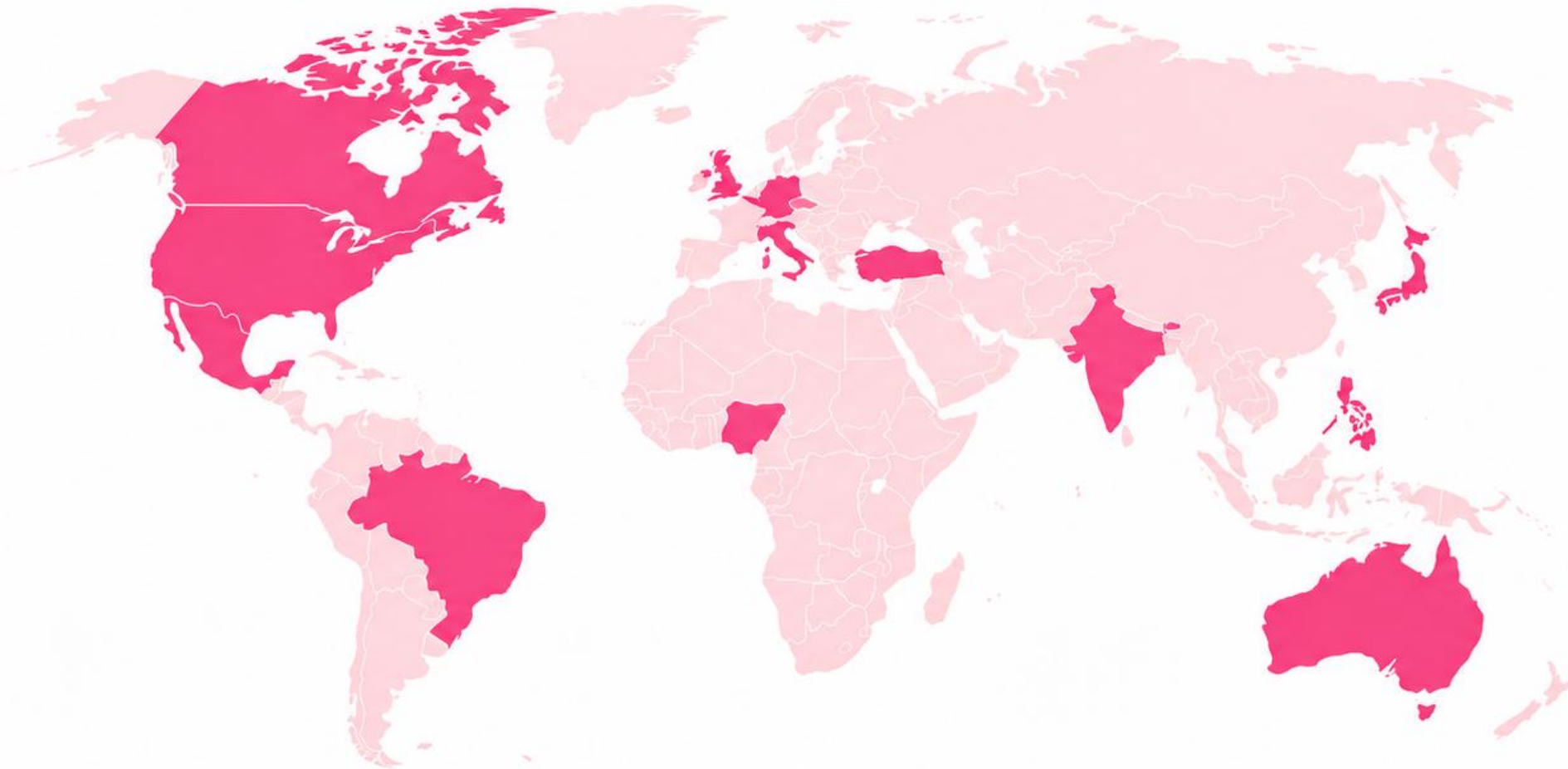
Views per post • Higher bars mean more times viewed



Source: Texas Pork Princesses Instagram Insights | Screenshots supplied October 2026

This graph shows which of our Instagram posts received the most views. Our "making pork chic" post did the best by far, with 6,556 views, followed by our Welcome Post with 3,108 views. Our recipe posts, like Stir Fry and BBQ, had some of the lowest views, which shows us that we need to find better ways to promote them. Moving forward, we want to take what made our most popular posts successful and use those same ideas to make our pork recipes and educational content more appealing. Our goal is to not only get people interested in the pork industry but also encourage them to choose pork when deciding what to eat.

WE'VE REACHED 16 Countries!



- United States
- Canada
- Mexico
- Brazil
- United Kingdom
- Germany
- Italy
- Netherlands
- Switzerland
- Turkey
- India
- Nigeria
- Australia
- Philippines
- Japan

— PERFORMANCE FOR TX PORK

Since our time in the ChopTalk Academy is coming to an end, we hope to see Texas Pork using our content through their social media page or on the website. Whether that be including some of our post in the education section on the TPPA website or reposting our content on Instagram/Facebook. By creating TX Pork Princesses, we highlighted TPPA in a different light. Instead of on the show pig or production side, our content was targeted for more pork intake yet still pointing towards TPPA's purpose. We believe that continuing to draw attention towards pork consumption towards our generation will only persuade them into the idea of consuming more pork.

KENLEY'S EXPERIENCE WITHIN CHOPTALK ACADEMY

Takeaways

- More insight on the process of plant to consumer
- Learned marketing strategies used within the pork industry
- How National Pork Board targets their audience: Multicultural approach, regions, and generations.
- Gained confidence in advocating for pork production from visiting place like a protein processing plant, H-E-B stores, and a local sausage house.
- The process grocery stores (specifically H-E-B) goes through to ensure high-quality products are meeting the needs of their buyers, while adding convenience options as well.

Favorite Moment

- So many favorite experiences, but the one that sticks out to me the most is our trip to the San Antonio H-E-B where we got to meet their head marketing team.
- This is my favorite, because my eyes were opened to how much thought, detail, and effort are put into not only stocking the products, but the process they take in creating new brands, products, and simple meals.

Least favorite

- Majority of guest speakers being on Zoom rather than in person. While it is convenient and understandable, meeting people face to face makes a bigger impact for me personally.

Program improvements

- Doing the Academy in a 6-month time period instead of 4.
- This could help the participants create more content and advance their projects.

Additional feedback

- This was one of my favorite TX Pork memories and HUGE THANK YOU TO RILEY for coordinating all the content so well!

Favorite Experiences

Buckhead Meats- Learning all about cutting specs, and how international trade works from within the packing plant. I learned more about food safety and handling and expanded my knowledge about how processing different meats including seafood are packaged and sold to customers.

HEB Culinary Lesson- I really enjoyed cooking with chefs to see how easy it is to make fun meals that people our age can make quickly and enjoy. I also learned so much about the nutrients behind pork, and have a better understanding of how to promote pork products to the public!!

- Learned how retailers like H-E-B use product presentation and marketing to influence consumer purchasing decisions.
- Gained a better understanding of how Meal Simple promotes convenient meal options to shoppers.
- Learned how the National Pork Board develops marketing campaigns and the thought process behind them.
- Discovered how multicultural marketing campaigns connect with consumers from different backgrounds.

Madeline's ChopTalk Academy Experience

Key Takeaways

Least Favorite Experience

In the first session a lot of guest speakers had to join us through zoom, somewhat harder to learn, and less interactive.

- Learned how retail stores purchase products and decide how to market them to their customers.
- Gained a better understanding of how media and social media trends can influence marketing success.
- Learned which marketing strategies are effective for capturing attention and engaging consumers.
- Improved my understanding of how to market pork to younger generations in creative ways.

Reese's experience

Takeaways from ChopTalk Academy

- Learned valuable marketing skills and how to promote the pork industry to different audiences.
- Got to see all the different sides of the pork industry outside of just production.
- Learned more about what goes on behind the scenes and how much work goes into getting pork from the farm to the consumer.
- Gained a better understanding of how important marketing and consumer education are to the pork industry.
- Learned how to use social media to reach younger generations and encourage more pork consumption.

Favorite Part of the Program

- My favorite part was getting to tour the plants and see firsthand how everything works.
- It was really interesting to actually visit the places we had been learning about throughout the program.
- I enjoyed getting to see the industry from a different perspective outside of raising and showing pigs.

Program Improvements

- I wish we would've had more opportunities to meet with people face-to-face instead of over Zoom.
- I would've loved to have more in-person meetings, tours, and hands-on learning opportunities.

Additional Feedback

- Overall, I really enjoyed my experience in ChopTalk Academy.
- It opened my eyes to career opportunities and different parts of the pork industry I hadn't experienced before.
- I'm thankful for the connections I made and everything I learned throughout the program.
- This experience helped me grow my passion for the pork industry even more.
-

HIGH POINTS AND IMPORTANCE OF OUR PROJECT



Focused on promoting pork to younger generations and helping them become more familiar with pork products.

Showed that cooking pork can be easy, convenient, and enjoyable.

Used creative social media content and trends to make pork more appealing to Gen Z.

Aimed to inspire younger consumers to try pork recipes instead of making the content feel like an ad.

Helped highlight ways the pork industry can connect with younger consumers and encourage future pork purchases.

WHAT WE OFFER TO TPPA AND HOW WE SHARE IT

- Created content designed to help Texas Pork Producers Association (TPPA) connect with younger audiences.
- Used Instagram Reels and engaging food content to showcase pork in a relatable way.
- Focused on making pork look appealing and easy to prepare for people our age.
- Applied what we learned about retail marketing, consumer behavior, and social media trends to our project.
- Provided ideas that TPPA can use as inspiration for future marketing efforts aimed at younger consumers.





FINAL THOUGHTS

1. ChopTalk Academy helped us better understand the pork industry: from processing and retail marketing to consumer outreach.
2. We learned how important it is to understand your audience and create content that connects with them.
3. Our project showed us that social media can be a useful tool for making pork more familiar and appealing to younger generations.
4. We hope our ideas help Texas Pork continue finding creative ways to promote pork and build interest among future consumers.

QUESTIONS??

