



# SIMPLE SWAPS

Pork Edition



While diners are interested in eating pork, they consider it to be a less healthy protein. Find how to deliver the flavors consumers want with turkey as a lean alternative.

## The Natural Choice

Consumers care about how their meat is sourced, including the animals' quality of life. Butterball is American Humane Certified™ and remains committed to the well-being of our turkeys. It's just one more reason why Butterball is America's favorite turkey brand.\*



\*Technomic Poultry Consumer Trend Report, 2021

## Savory Substitutes

Swap Pork Loin With Petite Roast

← **Turkey Flatbread with Rose Harissa and Tahini**

Shredded turkey breast with fresh ingredients from Tunisian and Israeli cuisines.



**Green Goddess Pasta Salad** →

A unique dish featuring gemelli and turkey breast with fresh veggies and tart apple.



Swap Raw Pork Roast With Cook in the Bag Turkey Breast Roast

← **Chef Darryl's BBQ Turkey Breast**

Craveable barbecue with brown sugar, pale ale, warm ginger and herbs.



Swap Bacon With Turkey Bacon

**Turkey Bacon Avocado Egg Boats** →

Turkey bacon and eggs in halved avocado "boats" with sumac, onions and peppers.



Swap Sausage Links With Fully Cooked Turkey Breakfast Sausage Links

← **Breakfast Croissant Sandwich**

A classic omelet with farmer's cheese on a croissant with turkey sausage links and kettle chips.

Swap Sausage Patties With Fully Cooked Turkey Breakfast Sausage Patties

**Sausage Breakfast Sandwich** →

An elevated offering with grilled peaches, Calabrian chilies and Gruyere cheese with eggon brioche.



## Turkey Tops Pork in Nutrition

Although pork is more affordable than other proteins at restaurants, consumers consider it to be less healthy than turkey.



TURKEY IS HIGH IN:	
B3, B6 and B12 Vitamins	
Zinc	Selenium
Phosphorous	Iron



## Go Big on Barbecue—With Turkey

Consumers prefer pork in grilled and barbecued applications. Substitute turkey in these dishes to satisfy diners with a healthier alternative.

← **BBQ Turkey Plate**

A Southern-style delight with shredded **Fully Cooked Turkey Thigh Roast**, apple cider, honey and Carolina Coleslaw.



**K-12 BBQ-Glazed Thigh Roast Sandwich** →

Juicy shredded thigh roast with BBQ sauce, pickles and red onions on a whole-wheat bun will delight students.



Source: Technomic: Beef & Pork Consumer Trend Report 2024 <https://www.eatturkey.org/2020/06/02/turkey-all-part-of-a-well-balanced-diet/>