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URNER BARRY ANNOUNCES NEW PRODUCT LAUNCH WITH THE RELEASE OF *THE PORK BOOK: FUNDAMENTALS OF THE PORK TRADE FROM FARM TO TABLE*

April 18, 2017 – Urner Barry is proud to announce the long-awaited debut of *The Pork Book: Fundamentals of the Pork Trade from Farm to Table*.

The Pork Book is the second book in a series of industry guides published by Urner Barry in conjunction with the North American Meat Institute, complementing *The Beef Book* published in 2014. *The Beef Book* received industry-wide attention, heralded as a valuable primer on the inter-workings of the beef industry.

Both seasoned industry veterans and newcomers to the food and agriculture sector have praised the easy-to-read guides, which outline history, breeds, production, processing, cuts and preparation, along with animal health, food safety and statistical overviews! Through detailed info-graphics, the book boasts visually-stunning learning tools that can be referenced time and time again.

The Pork Book is a necessary companion for anyone working within the food industry or related agricultural segments. It is also an ideal reference for anyone looking to learn more about pork, including consumers, students, and new entrants to the business.

The Pork Book is now available for order at shop.urnerbarry.com. Volume discounts are available.

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About Urner Barry

Urner Barry is a business publisher specializing in the timely, accurate and unbiased reporting of market news and quotations to clients in the poultry, egg, meat, seafood and related segments of the food industry through a variety of print and non-print media.

About the North American Meat Institute

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.