



There seems to be a reduction in the popularity of pork in the British meat market at present. As is indicated in the extract below. So we thought it was time for one of our themed recipes:- Pulled Pork, Pear and Rosemary Pie ? Recipe below....

Pork trade body Bpex is hoping to pull in younger consumers with a new £2m marketing push. With pork prices and sales in decline, Bpex is kicking off a 'three to five-year' campaign to change perceptions of pork among younger consumers. It will kick off on 29 April with a TV ad encouraging shoppers to try pulled pork at home by showing how tasty and easy to cook it is. The ad will be supported by PR, social media and in-store activity, with more TV later in the year.

Bpex said pork remained popular with consumers aged over 60, but admitted younger shoppers were eating very little fresh pork at home. Pulled pork - made popular by US cookery shows and success in foodservice - had been selected as the 'hero' product. Eating more pulled pork could also help improve the sustainability and profitability of pig farming, claimed Bpex. About 10 million pigs are reared in the UK each year but consumers eat the shoulder joints from only six million pigs. Promoting shoulder as 'pulled pork' could get Britons eating more shoulder meat, making pig farming more sustainable in the long term.

'Already appearing on many pub and restaurant menus, we want consumers to try pulled pork at home as this is a great dish to reintroduce them to pork,' said BPEX marketing head Kirsty Walker. 'Sales of fresh pork over the past decade have been flat or in decline and this problem is going to worsen if we don't reach out to younger consumers.'

Bpex added that processors and retailers had got behind the campaign and were investing in it themselves. 'Changing consumer perceptions about pork will take time but we are confident rejuvenating the image of pork, starting with pulled pork, will add value to the supply chain,' she said. ? - <http://www.thegrocer.co.uk/Article/513197.article>

Pulled Pork, Pear and Rosemary Pie Recipe

Ingredients

1.5kg pork shoulder

400g crushed tomatoes (1 can)

1 tbsp olive oil

1 onion, finely diced

3 potatoes, finely diced

3 carrots, finely diced

2 tbsp corn flour

Sprig of fresh Rosemary

5 conference pears

1 packet puff pastry

1 egg

For the pork rub

1 tbsp Worcestershire sauce

3 tbsps tomato sauce

2 tbsp honey

2 cloves garlic, crushed

2 tsp cracked pepper

2 tsp salt

3 tbsp smoked paprika

1 tsp cumin

1 tsp garlic powder

Method

1. 1. Add all the rub ingredients together in a large bowl and mix well. Place the pork in the bowl and cover the entire surface with the rub, then place it into a slow cooker. Place the lid on top and cook over night or for 12 hours. If you don't have a slow cooker then cook in a lidded casserole dish for 6 hours in the oven at 125c.

2. 2. Once the pork has cooked take the fat off the meat using tongs. It will fall off easily. Place the pork in a large bowl and pull the meat apart with two forks.

3. 3. Pour the sauce from the slow cooker (or casserole dish) into a saucepan and place on a medium heat. Add in the corn flour and cook for 10?15 minutes while stirring until thickened.

4. 4. In a large saucepan heat the olive oil over a low heat and then add the onion and brown. Then add the carrots and potatoes and cook for about 10 minutes or until the carrots are soft. In the same pot, add sauce and the pulled pork and mix thoroughly. Take the pulled pork mixture off the heat and put aside to cool completely.

5. 5. Preheat oven to 200°C. Brush pie tins or ramekins with a little melted butter and line them with puff pastry. Spoon enough pulled pork mixture to be level with the top. Strip the leaves from the rosemary sprig and sprinkle over the pork. Slick the pears and layer over the top. Top with another round of pastry.

6. 6. Press the top of the pies with the bases around the rim using a fork and prick some holes in the tops. Brush the top of the pies with a beaten egg and cook in the oven for 20?30 minutes or until golden brown.

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