



# IOWA STATE UNIVERSITY™ BACON EXPO

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**For Immediate Release**

## **2015 BACON EXPO A SIZZLIN' SUCCESS**

AMES, IOWA – With over 1,000 people through the door, the third-annual Iowa State Bacon Expo successfully sold out their event on Saturday, Oct. 10. The event took place from 11 a.m. – 3 p.m. in the Hansen Agriculture Student Learning Center.

Iowa Select Farms, Iowa Pork Producers Association, Brenneman Pork, Iowa Corn, Harrisvaccines, Summit Agricultural Group and Tyson Foods were all sponsors of this year's event.

Record numbers were met this year by the student-led event. Over 150 student organizers helped plan the event, compared to approximately 50 in the previous years.

"I am so proud of the way our team came together. Without the help of our executive committee, our committee members and our amazing adviser, this event would not have been as successful," said general tri-chair, Bre Branderhorst. "We had students from all different backgrounds and majors come together to put on this event, which is what I think makes it so unique and fun to be a part of."

2015 vendors included Hormel Foods, Sweet to Eat Cakes and Bakery, Scratch Cupcakery, Olde Main Brewery Company, Chocolaterie Stam, Webster City Meats, Daily's Premium Meats, Iowa Soybean Association, Smithfield Foods and Forefather's Craft Bacon. The Iowa State clubs in attendance as vendors were the Food Science Club, Farm Operations Club, Alpha Gamma Rho, Agricultural Business Club, Meat Science Club and Block and Bridle.

Exciting and unique vendor items included bacon popcorn, gelato, maple-bacon cupcakes, BBQ habanero bacon, chocolate-dipped bacon and more.

Throughout the event, five judges sampled and tested each vendor's bacon creation for the award's ceremony at the end of the expo. Boldest Flavor – ISU Block and Bridle; Most Creative – Scratch Cupcakery; Best Booth – Smithfield Foods; Outstanding New Vendor – Forefather's Craft Bacon; Best Bacon – Chocolaterie Stam. Judges included Cristen Clark, Food & Swine; Cristy

Calderwood, Iowa Pork Queen; Emily Cook, Iowa Pork Princess; Jennifer Elliott, Iowa State CALS Council President; Michael Tupper, Iowa FFA Association President.

Various entertainment events happened on the main stage throughout the day. College of Agriculture and Life Sciences Dean Dr. Wendy Wintersteen gave the opening welcome to kick off the event. Student performances from Leo Helm, Nick Piggott and Sean Diemer provided live music for event attendees. A pork carcass fabrication was held on stage, teaching the public about the different cuts of a hog and specifically, where their bacon comes from on the hog.

A brand new Bacon Feud Trivia Game was held. Members from the Alpha Gamma Rho fraternity and Sigma Alpha sorority competed in the game. Questions asked ranged from easy to difficult questions about bacon and the pork industry.

The bacon-eating contest was held for the third year in a row. This year's contest consisted of four rounds of five contestants. Each participant was challenged to eat a ¼ lb. of bacon. The winners from each round then went on to the final round to eat three maple bacon cupcakes the fastest. The winner was Tyler Triggs, freshman in Animal Science from Mount Ayr, IA.

Philanthropy was a large effort of this year's event. Leftover bacon and water bottles from Bacon Expo was donated to Food at First in Ames. A portion of Bacon Expo's proceeds will go to the Wounded Warrior Project as well.

Bacon Expo also worked to support the Puppy Jake Foundation. Volunteer Ron Heideman of PJF brought his dog, Vince, to Bacon Expo on Saturday so the 13-month-old German Shepherd could experience the smells and crowds that the expo produces. Heideman has been working Vince since the dog was just 10 weeks old.

For more information about the Iowa State Bacon Expo, visit [baconexpo.ag.iastate.edu](http://baconexpo.ag.iastate.edu).

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