

THE ROLE OF PORK IN SUPPORTING GLP-1 USERS



GLP-1 Users Are Reshaping

Shopping Baskets: People on GLP-1s are spending less overall but shifting toward high-protein, nutrient-dense, portion-controlled foods—creating strong demand for protein-forward convenience solutions like pork.



Pork Delivers a Nutritional

Advantage: When appetites are reduced, every bite matters. Pork provides complete, high-quality protein and 10+ essential nutrients (including those at risk for deficiency in GLP-1 users), making it a natural fit for lean, portion-controlled, ready-to-eat and meal solution formats.



Pork + Plants: Pork is the ultimate carrier food to support boosting fruit and vegetable intake. Pork shines in flavor and can complement produce cravings GLP-1 users are experiencing.



How Eating Patterns Are Changing On GLP-1s

- Reduced appetite and cravings¹
- Increased risk for **nutritional deficiencies**—especially **protein, iron, vitamin D and B vitamins**^{2,3}
- Increased demand for **convenient, high-protein, low-sugar, nutrient-dense foods** to fuel a healthier lifestyle and prevent muscle and micronutrient loss⁴



WHAT GLP-1 USERS ARE BUYING—AND WHY IT MATTERS

Research shows that within six months of starting GLP-1 medications, shoppers are:

- Spending less on groceries,⁵ sugary and refined carb foods, or snacks⁵
- Spending more on nutrient-dense and high-protein foods⁵

How To Eat Well On GLP-1s: What Experts Recommend

Leading health and nutrition experts offer simple guidelines to help people using GLP-1 medications stay strong, nourished and satisfied—even while eating less:^{1,2}

- Start meals with high-quality proteins to support muscle and energy.
- Focus on whole foods that are rich in nutrients, not empty calories.
- Pair protein with movement, like resistance training, to help prevent muscle loss.
- Look for foods with key nutrients like vitamin B12, iron and zinc.



TASTE WHAT PORK CAN DO.™

PORK'S NUTRITIONAL ADVANTAGE

Protein: Pork is a **high-quality, complete protein**, ideal for maintaining lean body mass.⁶ It also supports muscle health, weight management and satisfaction at mealtime.^{7,8,9}

Nutrient-Dense Whole Food: Pork provides 10 essential nutrients, including those often deficient in GLP-1 medication users⁶—B vitamins, selenium, magnesium, zinc, choline, iron and phosphorus.

Superior Protein Efficiency: Pork offers **nearly three times the protein of beans** and is more easily used by the body for similar calories.*¹⁰

	Pork Tenderloin*	Black Beans*	Strip Steak*	Impossible Burger*
Serving Size	3 ounces	½ cup	3 ounces	1 patty
Protein (g)	22.3	7.25	22.4	19
Calories	122	109	224	231

*FoodData Central ID numbers 168250, 175238, 169539 and 2664239.

SMART MEAL IDEAS FOR GLP-1 USERS

Reach for lean proteins + fruits and veggies that deliver more nutrition in fewer bites. Here are simple, flavorful combos that do just that:

COLD AND PRODUCE-PACKED

- Pork loin + apple slices + low-fat cheese
- Ham roll-ups + cucumber spears + hummus
- Prosciutto + melon wedges + fresh basil

PORK + PRODUCE POWER COMBOS

- Pork tenderloin + pear slices + walnuts
- Diced ham + peach slices + cottage cheese
- Pork + lettuce leaves + cucumber + carrot sticks + purple cabbage

WARM AND VEG-HEAVY MEALS

- Pulled pork + apple slaw + whole grains
- Pork meatballs + zucchini noodles + tomato sauce
- Stuffed peppers + ground pork + black beans + corn

SHELF-STABLE OR QUICK-HEAT OPTIONS

- Pork jerky + carrot sticks + grapes
- Pork stick + apple slices + nut butter
- Low-sodium pork rinds + guacamole + cherry tomatoes



KEY TAKEAWAY

If you are navigating appetite changes and nutrient needs with GLP-1s, pork delivers more in every bite—supporting strength, fullness and smart nutrition in smaller portions.



* A 3-ounce serving of roasted pork tenderloin (122 calories, 22 g protein) provides nearly three times the protein for about the same calories of 130 g or ½ cup cooked, canned black beans (118 calories, 8 g protein). [NDB10061 compared to NDB16316]
¹ Obesity. 2024;32(9):1613-1631. ² Obesity. 2025;33(8):1475-1503. ³ Obesity Pillars. 2025;100186. ⁴ Cornell SC Johnson College of Business Research Paper. 2024; <https://ssrn.com/abstract=5073929> ⁵ Meat Demand Monitor: Protein in the GLP-1 Era. Ag Manager website. https://www.agmanager.info/sites/default/files/pdf/MDM_Quarterlyinsight_Q4-2024_Bina.pdf. Accessed August 18, 2025. ⁶ Journal of Nutrition. 2020;150(3):475-482. ⁷ Nutrients. 2025;17(12):1995. ⁸ Current Developments in Nutrition. 2025;9(5):104588. ⁹ Journal of Clinical Lipidology. 2019;13(6):920-931. ¹⁰ Nutrients. 2023;15(13):2870.

