



About National Pork Board

The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. Importers of pork products contribute a like amount, based on a formula. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, technology, swine health, pork safety and environmental management. For more information, visit Pork.org.

PorkTelnspira.com is a Spanish resource of pork information and inspiration, including easy-to-make and delicious recipes, nutritional content of pork, choice cuts, health and safety information and cooking tips.

About Doreen Colondres

Chef Doreen Colondres is revolutionizing the way people think about food. She has a passion for cooking and is committed to motivate her fans how to prepare easy and healthy recipes to bring more flavor, variety and tradition to the kitchen, using fresh ingredients without compromising your health. Doreen currently serves as the celebrity chef for the National Pork Board's Hispanic efforts in the U.S. and develops a variety of easy and flavorful recipes inspired in the cuisines of Latin America for the Spanish-language website PorkTelnspira.com. Doreen hosts regular cooking segments on Univision's national show *Despierta America* and is also the chef behind the successful health campaign *Reto28* from Univisión network, followed by more than 300K subscribers. Doreen just released her first cookbook titled *La Cocina No Muerde* published by Random House – Penguin. She also is the food and wine writer for *Diario Gourmet*, a popular section in one of the top Hispanic women's magazines in the U.S., *Siempre Mujer* and *Cala 3.0*. A tireless world traveler, Doreen is the creator of LaCocinaNoMuerde.com and TheKitchenDoesn'tBite.com and you can follow her via [Facebook](#), [Twitter](#) & [Instagram](#).