

APPLEGATE ADS PLEDGE TO KEEP MEDICATED MEAT OFF KIDS PLATES



Applegate Farms an outlet of organic and natural packaged foods in a new campaign titled, "What's in your hot dog?" create awareness amongst hot-dog eaters of issues such as preservatives, antibiotics and the difference between natural versus processed beef. The brand has released a set of funny commercials, featuring men dressed as cows. In each of the commercials, a 'cow' is seen in conversation with a concerned mom, talking about its drug history. It is common knowledge that the modern meat industry extensively uses animal administered antibiotics to promote growth. The ads will really make you think twice before you put that hot dog in your mouth. In one of the commercials, a muscular cow, named 'mooscles', says that it is muscular but has never used growth hormones. In the second ad rather awkwardly relishes the thought of his daily antibiotics shot. In another ad a rather fidgety cow, has the door slammed in its face, after it admits it is on "loads of stuff". However, before its confession it plays safe and enquirers of the mom, if she was a cop. The ads assuage concerned moms that if they want to keep medicated meat off their children's plates than they should place their trust in Applegate's natural and organic hot dogs. All of Applegate's hot dogs are antibiotic- and hormone-free, with no added nitrites and have fewer calories, fat and sodium per serving than conventional hot dogs, they claim. The ads, created by agency Taxi, are to drive sales on Independence Day, July 4, when an estimated 150 million hot-dogs are expected to be devoured. Moreover, July is National Hot-Dog month and consumption of the favorite delicacy is likely to exceed considerably. Applegate sponsored a survey on Hot-Dogs and found that whilst most differ in their choice of hot dogs, 77 percent were worried about what it contained. The survey also found that 74 percent of hot-dog eaters agree that most are of "low quality." "It's clear that Americans are becoming more concerned about what's in their food and where it comes from, and unfortunately food labels don't necessarily tell the whole story," said McDonnell, adding that labeling standards allow meats made from animals administered antibiotics to be labeled as "natural." "Hot dogs have become the poster child for 'mystery meat,' and it's no wonder with ingredients like sodium diacetate and partially hydrolyzed beef stock on most conventional hot dog labels," says Stephen McDonnell, co-founder and CEO of Applegate. "Our survey found that many people have a love-hate relationship with hot dogs, but it doesn't have to be that way." One thing that can be held against the ad, is that it gives a face to meat. Neatly packaged supermarket steaks and roasts never reveal how it got there. By giving it a face, it's actually meeting your meat face-to-face and telling the viewer that if you want to eat your hot-dog an animal must die.

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