



In 2018, California approved Proposition 12, prohibiting the sale of uncooked whole pork meat not produced according to the state's arbitrary housing dimensions. Though misinformed, Prop 12 went into effect on January 1.

**As a consequence, pork prices have surged.** Our menu matches a new reality for American consumers under California's Prop 12.

### BY THE NUMBERS



**2/3**

**Two-thirds** of Americans are concerned about the high costs of food.



**20%**

A **20% surge** in California's pork prices is caused by Prop 12.



**5K FARMS LOST**

The U.S. lost more than **5,000 hog farms** from 2017 to 2022, and Prop 12 threatens to perpetuate this trend.



**UP TO \$4.5K PER SOW**

Producers could incur costs of **\$3,600 to \$4,500 per sow** (mother pig) to comply with Prop 12, worsening their financial state.

### AVERAGE PRICES POST PROP 12

Pork Shoulder

~~\$2.04 / LB~~  
\$2.54

Bacon

~~\$6.46 / LB~~  
\$7.74

Ground Pork

~~\$4.72 / LB~~  
\$5.19

Pork Loin

~~\$3.49 / LB~~  
\$5.12

Ribs

~~\$3.12 / LB~~  
\$3.64

Oct. 2019 - July 2023 vs. July 2023 to Feb. 2024. Calculations by USDA economists using Circana retail sales data.