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## Friends bring Nebraska pork to the Valley

Phoenix Business Journal - by [Lynn Ducey](#)

Best friends Justin Erickson and Wes Hansen are bringing a little bit of their native Nebraska to Valley residents.

The pair launched **Pork on a Fork** in March after spending two years brainstorming. Through their Web site and booths at a handful of farmers markets across the Valley, they sell Nebraska pork products, including bacon, brats, chops, hams and sausage.

The pork comes from the **Erickson Farm** in Central City, Neb., which is run by Erickson's older brother, Russ, with the help of their father, Dan.

"Unfortunately, times have been really rough for farmers, and we wanted to do something to help the farm. We both know the quality of the pork that Russ has," Erickson said.

The pair hired a friend to develop their Web site, where customers can place orders to be shipped nationwide. It also includes an event calendar for farmers markets in the Phoenix and Tucson areas where they sell their products, and information about the various types of pork they sell.

"That site is a top priority for us, because it's really how we communicate with our customers," Erickson said. "Customers can also order online, and we can have that order ready for pickup at any of our farmers markets."

The Phoenix residents worked in the mortgage industry and initially developed the business as a side project, but both have gone through layoffs and job searches during the recession. While Erickson now is working full-time in that industry, Hansen is focusing solely on the business.

"So far, we are doing well beyond what we've expected," Erickson said.

For more: [www.porkonafork.com](http://www.porkonafork.com).

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