



American
PECANS
THE ORIGINAL SUPERNUT

J U L Y 2 0 1 9 M A R K E T I N G H I G H L I G H T S

RECIPES TO

Heart smart* content connects the nutrition interests of our target audience with easy-to-create weeknight recipes. "Crusted salmon" had a click through rate of 5.67%, **130% higher than the average for Google advertising.**



*According to the Food and Drug Administration, research suggests (but does not prove) that eating 1 1/2 ounces of most nuts, such as pecans, each day as part of a diet low in saturated fat and cholesterol may help reduce your risk of heart disease. One serving of pecans (28 grams) contains 18 grams unsaturated fat and only 2 grams saturated fat.



AMERICAN PECAN
COUNCIL

INFLUENCERS CREATE KID- FRIENDLY RECIPES

We partner with influencers to share pecan recipes through channels that our target audience already trusts. The meal plan recipes by blogger Real Housemoms have garnered more than 223,000 impressions – that's 1.5x the daily circulation of the Atlanta Journal-Constitution!



REAL HOUSEMOMS



FAST & FLAVORFUL FAVORITES



QUICK DISHES HIT THE MARK

Research reveals consumers are **more likely to search recipes with "quick" and "simple" in them**, so we built meal plans that would appeal to these searches! Fast & Flavorful Favorites was the most visited meal plan this month.

PECAN LOVE

"We had the alfredo tonight. Even the "cauliflower-unsure" family members liked it. Will make it again!"

"I made the pecan alfredo! It was a hit and delicious!!"

"Wow that pecan spread looks so good! I have to make that!"

"Doesn't even matter, if there's pecan, I'm all over it!"

"I love the pecan crusted tilapia - for all u fish lovers out there these pecans give the fish the perfect crunch."



GROWING INTEREST IN AMERICAN PECANS

We continue to introduce new content to engage our audience with pecan inspiration. Users are spending **50% longer on the website** than they did in July 2018.



MEAL PLANS IN PRINT!

Our Creamy Chopped Chickpea Pecan Salad was a half-page, featured recipe in the Chicago Sun-Times menu planner – with **485,000 online viewers reached and 114,000 printed copies circulated!**