

REACHING NEW HEIGHTS IN MARKETING PECANS

AMERICAN PECANS' MARKETING DOLLARS ARE WORKING HARDER THAN EVER BEFORE. AWARENESS OF THE ORIGINAL SUPERNUT™ IS POISED TO ACCELERATE PAST FY20 LEVELS: AFTER ONLY SIX MONTHS, AMERICAN PECANS HAS ALREADY ACHIEVED 93% OF CONSUMER VIEWS AND TOUCHPOINTS COMPARED TO THE FULL FISCAL YEAR PRIOR!

FY20 = 479,000,000 **FY21 (Oct to Mar) = 447,000,000**

That means your dollars are reaching more people, more efficiently – and interaction with marketing content is growing as well. From exceptional engagement rates to expanded audiences, American Pecans' dollars are reaching the right consumers with increased ROI.

Consumer Views & Touchpoints



PECANS TRIPLE MEDIA PRESENCE THIS SEASON

American Pecans has generated **3X** as many news-media views from October 2020 through March 2021 compared to the same six months in FY20.

30+ TV and radio stations in 15 states covered National Pecan Month thanks to registered dietitian Dawn Jackson Blatner's segments about her favorite pecan snacks, which also led to coverage in online articles and social media.

The Original Supernut was even featured in the **Morning Brew**, a digital newsletter for today's modern business leaders with **2.5 million subscribers**.

FUN FACT:

Morning Brew has more digital subscribers than The Wall Street Journal.

To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit AmericanPecan.com and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Industry Toolkit.



\$1 INVESTED = \$9.90 IN PROFIT

YOUR DOLLARS AT WORK

YOUR FMO INVESTMENTS ARE QUITE LITERALLY PAYING OFF – ACCORDING TO A RECENT STUDY BY TEXAS A&M REQUIRED BY THE USDA, EVERY DOLLAR SPENT ON THE APC PROMOTION PROGRAM FROM 2016-2020 RETURNED \$9.90 IN PROFIT TO U.S. PECAN PRODUCERS.

THIS STUDY SHOWS THAT IN JUST FOUR SHORT YEARS, THE AMERICAN PECAN COUNCIL – INDUSTRY’S FIRST-EVER, INDUSTRYWIDE MARKETING EFFORT – HAS PROVIDED AN ALMOST TEN-FOLD RETURN, AND THIS DOESN’T INCLUDE FY21, WHICH HAS BEEN OUR MOST SUCCESSFUL MARKETING YEAR TO DATE.

RESEARCH DRIVES MARKETING CAMPAIGNS IN CHINA



Not only are we reaching millions of Chinese consumers through news media, social media and influencer campaigns, we also completed a robust analysis of opportunity in the region. The research – which informs our ongoing consumer marketing strategy – provided an in-depth look at the following areas:

- China wellness policies and health regulations
- Stakeholder mapping
- B2B market environment
- Consumer attitudes and habits