



Pecan-Crusted Asian Turkey Meatball Lettuce Wraps from APC partner [The Defined Dish](#).

ENLISTING FOOD BLOGGERS TO DRIVE AWARENESS AND USAGE

Consumer research shows that pecans have been viewed primarily as a pie ingredient. To change the way people think about and eat pecans, we are inspiring people to use pecans in their weekly meal planning. And we've enlisted well-known food bloggers and recipe developers to help.

Our newest Pecan Partners include [Half Baked Harvest](#), [Running to the Kitchen](#), [The Modern Proper](#), and [The Defined Dish](#). These partners have a combined audience of more than 2 million followers on their blogs and social media channels, where they are sharing pecan recipes through social posts, videos, GIFs and more.

The APC uses partner content on its own social and online channels, and we encourage you to do the same. You might just find inspiration for your own [weeknight meal planning](#).

Be sure to check out some of the newest recipes including [Superfood Pecan Energy Bars](#) and [Pecan-Crusted Asian Turkey Meatball Lettuce Wraps](#).

We are also partnering with credentialed nutrition experts to reinforce pecans' nutrition benefits. Our new partners include [Holley Grainger](#), [Jackie Newgent](#) and [Toby Amidor](#). Each are regularly featured by food and health-focused

media. Stay tuned for updates on upcoming TV viewing opportunities, so you can see these experts in action!

PUTTING THE ORIGINAL SUPERNUT ONBACK-TO-SCHOOL MENUS

Many parents across the country have one thing on their minds – getting their kids back to school. In fact, “back to school” is the tenth-highest Google search over the last two weeks! It's a perfect opportunity for American Pecans to help refocus on nutritious choices and fresh fall flavors.

Be sure to check out and share the national [7 Day Menu Planner](#) column, which includes Sheet Pan Pecan-Crusted Salmon. The inspiring list of recipes continues to be shared by media from coast-to-coast, with a combined readership of more than 800,000 to-date. That's a lot of people who are learning that pecans are for more than pies!

We will continue back-to-school menu planning on Friday, August 17 as we conduct TV interviews across the country. The APC is partnering with lifestyle expert Terra Wellington, and popular brands, to host local TV segments featuring pecans as a “must-have” menu add as families work to get back into a routine with the start of school. We'll keep you posted on tune-in information.

You can find more featured recipes in Tennessee's [Paris Post Intelligencer](#) and on USA Today's The Food Channel, which recently posted the [Pecan Superfood Tacos](#) and [Classic Chicken Salad with Pecans](#).



Superfood Pecan Tacos

Our Superfood Pecan Tacos recipe appeared on USA Today's The Food Channel.

SERIOUS EATS, SIMPLY RECIPES PROMOTE #NOTJUSTPIE RECIPE CONTEST WINNER

Following the launch of The Original Supernut, we held our #NotJustPie recipe contest on Instagram and Twitter, asking for recipes that showcased creative ways to use pecans beyond the classic pecan pie. After receiving entries from across the country, we selected a pecan-inspired twist on Nashville hot chicken as the winning recipe.

Our winner, Crystal Schlueter of [@HomeOnTheIronRange](#), used pecans in not just one part of her recipe but three: pecan-crusted chicken drizzled in pecan oil along with a pecan pesto. The winning recipe was made into an easy-to-share video and posted on recipe websites, [Serious Eats](#) and [Simply Recipes](#) – two top online resources for our target audience – reaching more than 3.3 million people.



Our winning recipe for pecan-crusted Nashville Hot Chicken.

ENGAGING WITH YOU

We enjoyed seeing many of you at last month's TPGA Annual Conference, and hope you were able to catch our presentations outlining our marketing results to-date.

We will be at several events in the weeks ahead, and look forward to connecting in-person. Later this month, the APC will have a booth at the Arizona Pecan Growers Annual Meeting (August 23-24). If you're planning to make the trip to Tucson, please stop by to say hello.

Additionally, we will share updates at the National Pecan Shellers Association Annual Meeting, September 13-14 in Coronado, CA. Stay tuned for details on additional events and opportunities to meet with the APC.

CALENDAR OF EVENTS

Arizona Pecan Growers Association Annual Meeting

August 23-24, 2018

American Pecan Council Meeting

August 30, 2018

Georgia Pecan Field Day

September 6, 2018

Asia Fruit Logistics

September 5-7, 2018

National Pecan Shellers Association 2018 Annual Meeting

September 13-14, 2018

Alabama Pecan Growers Association Annual Meeting

September 20, 2018

Tri Agri Farm Center Event

September 25, 2018

Western Pecan Production Short Course

October, 15-17, 2018

New Mexico Pecan Growers Meeting

November 2, 2018



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