



IN A NUTSHELL

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USDA ANNOUNCES PECAN PURCHASES

We want to ensure that each of you has seen the update from the USDA Agricultural Marketing Service about the purchase on pecan products to mitigate the impacts of trade damage. More than \$16,000,000 will be used to purchase pecans for distribution to various food nutrition assistance programs. For more information on the program and requirements for eligibility as a contractor, visit the [USDA website](#). The APC will continue to provide updates on trade relief as information is made available.

YOUR MARKETING DOLLARS AT WORK

The American Pecan Council recently completed the first year of its consumer marketing efforts – the first such industrywide program for the American Pecan industry. We are proud of what we have achieved since marketing efforts kicked off last year, and while there is still much to accomplish, we are grateful for your trust and support as we work to raise consumer awareness of – demand for – The Original Supernut. As stewards of industry resources, we're committed to providing timely updates on your marketing dollars at work. Read on for a year in review.

To drive demand, we know we must get consumers thinking about pecans in a new way; therefore, much of our efforts have been focused on showcasing the delicious and diverse uses of pecans, in addition to touting their nutrition benefits. To this end, we have significantly increased the amount of news stories about pecans. America's native nut appeared in more than 4,100 newspaper and TV stories in the last year – that's more than five times the previous year. Through all of our efforts, marketing spend has been \$7.21 per every 1,000 people reached – on the low end of industry average (\$7.10-\$8.10).



Buffalo Pecan Pimento Cheese recipe, courtesy of The Defined Dish

By partnering with influential food bloggers and registered dietitians, we are reaching a large audience of consumers eager for recipe ideas. In fact, our recipe and nutrition partners have a combined following of more than 24 million. Read on to learn

how you can use their recipes and photos for your own business and personal use. You can also read more about the APC marketing strategy in [a recent conversation with Pecan South](#). Interested in more? Get your copy of the full report by emailing the APC at industry@americanpecan.com.



MEDIA HIGHLIGHT: BACK-TO-SCHOOL COVERAGE

Last month, we told you about our back-to-school campaign focused on getting American Pecans into more lunchboxes as kids head back for the new year. As students in 29 million U.S. households returned to school, it was a timely opportunity to position American Pecans as an essential part of any school supplies checklist.

In order to tell the story of The Original Supernut – while also reaching households with school-age children – we participated in school-themed media interviews from coast to coast. With the help of lifestyle expert Terra Wellington, we shared American Pecans' nutrition story and three American Pecan recipes (Green Apple Pecan Smoothie, Superfood Pecan Energy Bars and Pecan Parmesan Crusted Chicken) on local TV and radio stations throughout the country. The result was 480 broadcast and online media stories, including several in large markets such as Los Angeles, Philadelphia and Houston.

RESOURCES FOR YOU

Every member of industry should reap the benefits of the national marketing campaign. Our goal is for the latest resources and research to help bring pecans to life for your customers, corporate buyers, and beyond. While you can always find images, recipes, and social content for your use on our website and social channels, if you are interested in taking things offline, there are several printed resources available to bring The Original Supernut into the conversation.

The **Nutrition Handout** is a multi-page guide to all of the natural benefits the pecan offers, based on the latest studies.

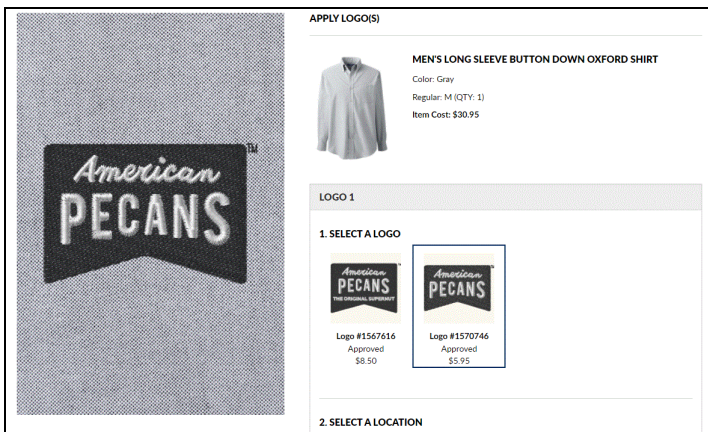


The **American Pecans Fact Sheet** is a quick round up of information that people say they are interested in learning about The Original Supernut – including the pecan’s native history, nutrition highlights, and suggestions on how to use them in new ways.

The **American Pecan Council Pocket Guide** is a quick resource for understanding both the APC, and the American Pecans brand, with brief bullets and top-of-the-line information perfect for reference on-the-go.

Downloadable versions of each of these can be found on the AmericanPecans website. Simply visit AmericanPecan.com/toolkit (password: pecans18), download the file and either print at home or bring to a professional printer.

In order to equip industry with resources, the APC is offering 50 professionally printed copies of both the nutrition handout and fact sheet FREE to industry members who request them. If you would like to order copies to be shipped to you, please email the APC office at industry@americanpecan.com. So far, we have received positive feedback on these resources and hope you find them to be useful as well, whether you are distributing in shipments, in a storefront or at a local farmers’ market.



ORDER YOUR OWN AMERICAN PECANS GEAR

We have heard your interest in owning American Pecans apparel and branded items, and are thrilled about the enthusiasm for the new brand. The American Pecan Council is excited to announce our partnership with Lands End, making it even easier to proudly display the American Pecans brand.

Through the “American Pecans” Lands End online site, you can add the American Pecans embroidered logo to any eligible Lands End item, from hats and vests to polos and pullovers. The logo is available for embroidery with and without ‘The Original Supernut’ tagline.

You can visit the online shop to order your American Pecans gear [here](#). For assistance with ordering, contact the American Pecan Council office. Once you’ve received your apparel, we’d love to see! Share a picture on social media and tag @AmericanPecan, or email us a photo at industry@americanpecan.com.

APC ON THE ROAD

We hope those of you who attended last month’s Arizona Pecan Growers Annual Meeting in Tucson got the chance to meet our Executive Director, Alex Ott, and stop by our booth. We continued our event presence this week at the National Pecan Shellers Association Annual Meeting near San Diego, where Alex and representatives from our Weber Shandwick marketing team gave an update on APC activities to date and a preview of our path forward into 2019.

Next up, the APC will be in Fairhope, AL to present at the Alabama Pecan Growers Association Annual Meeting (September 20), before heading to the USDA/Agriculture Promotion Groups’ Educational Showcase in Washington, D.C. (September 26). We look forward to meeting you! Please stop by the booth and introduce yourselves, share your feedback, and allow us to get to know you.

If you are a member of the industry and have an event you would like us to add to our [Industry Events](#) calendar on the website, please email us at industry@americanpecan.com.



American Pecan Council

3880 Hulen Street, Suite 105
Fort Worth, Texas 76107
PH: (817) 916-0020
FAX: (866) 232-0085

info@americanpecan.com
americanpecan.com

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