

COMING TOGETHER TO TAKE ON A MARKETING CHALLENGE

Prior to Federal Marketing Order 986, there was no organized industry-wide effort to drive consumer demand for pecans. Created in 2017, the American Pecan Council (APC) became the first organization uniting U.S. growers and handlers. A resource dedicated to marketing American Pecans in the U.S. was a huge step forward, but consumer research confirmed there was much work to be done; familiarity with – and purchase of – pecans was lower than that of almost all other nuts. In fact, research showed that many thought of pecans as a baking ingredient, rather than a nut.

THE CHALLENGE WAS CLEAR Demand would not increase if consumers only thought of pecans for holiday pies. To dramatically grow demand for pecans means we must first drive awareness of pecans and reframe the way today's consumers think about them. Much more than a pie ingredient, pecans must become a cooking and snacking staple.

REACHING TODAY'S PECAN CUSTOMER

While we want everyone to enjoy pecans, we've looked at where industry marketing dollars can make the biggest impact. Research showed that nutrition-conscious moms who like to cook for their families are the most likely to consider pecans in a new way.

THESE MOMS WANT

- Nutrition and great taste
- New recipes and opportunities to experiment
- Menu inspiration on their phones (In fact, people check their phones 150 times per day on average – it's today's mobile billboard.)

TO REACH THEM, WE MUST

- Showcase the health, taste and versatility of pecans
- Use social media and mobile-friendly methods to share inspiring recipes
- Partner with like-minded food bloggers and nutrition experts who have loyal, established followers



Follow us @**AmericanPecan**



Contact us at
industry@americanpecan.com



AMERICAN
PECAN COUNCIL

YEAR ONE

WHAT THE FMO HAS DONE FOR YOU

**People Saw Thousands More News
Articles About Pecans Than Ever Before.**

**5X MORE THAN THE
YEAR BEFORE.**

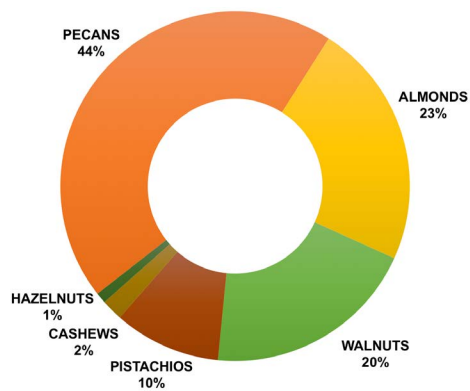
4,159 News Stories + TV Segments



**Pecans Beat Every Other Tree Nut in
Media Coverage for The First Time Ever.**

During 'The Original Supernut' brand launch

**44% OF ALL NUT
CONVERSATIONS
WERE ABOUT PECANS.**

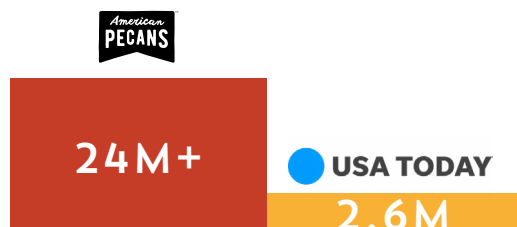


**Popular Recipe Bloggers and Nutrition
Experts Powered The Pecan Story.**

Our partners – influential online bloggers and
registered dietitians – have a combined readership of

MORE THAN 24 MILLION.

That's more than 9x the daily print readership of USA Today.

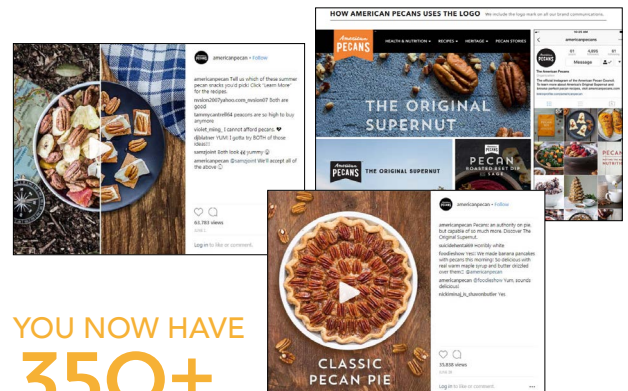


**The Complete Story of The Original
Supernut Is Now An Online Destination.**

On average, more than

60,000 PEOPLE

visited AmericanPecan.com monthly.



**YOU NOW HAVE
350+
NEW TOOLS TO MARKET
AMERICAN PECANS.**

**Industry Investment Reached More
Consumers Together Than Individual
Efforts Ever Could.**

For every

**1,000 PEOPLE
REACHED,**

we've spent just \$7.21 – on the low end of
the industry average (\$7.10-\$8.10).

