



IN A NUTSHELL

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SUPER-FY

The latest marketing campaign from the APC shows how to take any dish from standard to standout by adding The Original Supernut.

SUPER-FY WITH AMERICAN PECANS

If you follow American Pecans’ social channels, you’ve likely seen that our Super-fy marketing campaign is well underway. Because pecans are often viewed as a dessert nut, they don’t always get the health-promoting credit they deserve. With Super-fy, we’re showing consumers that pecans are a hard-working ingredient that can make any recipe not only more delicious but also more nutritious.

Through targeted paid social media posts, we’re putting wholesome and timely recipes featuring American Pecans in the social feeds of our key audience – meal-planning Gen X and Y moms. Through paid search, consumers looking online for specific recipes will immediately be directed to dishes “super-fied” with pecans. Our partnership with Epicurious.com is still working hard for us as we continue to run digital ads with them and other Conde Nast owned properties. The partnership also features shoppable ads which direct users to Amazon.com where consumers can directly purchase pecans to super-fy their meals at home.



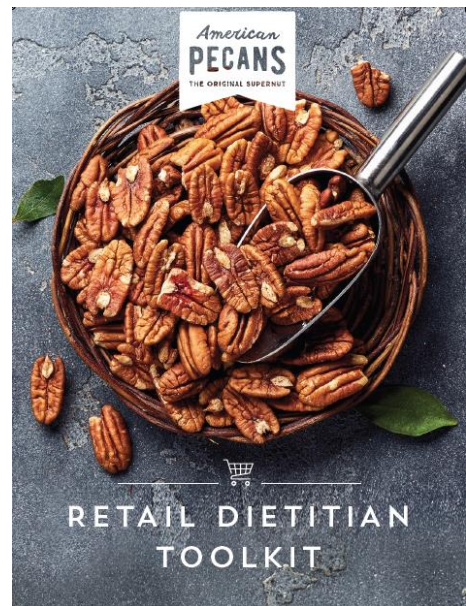
We’re also capitalizing on high-search moments in time by promoting pecan-inspired recipes for specific holidays and cultural events. Consumers looking for appetizer ideas for their football watch party or a heart-healthy option to serve-up during American Heart Month in February will see super-fied American Pecans recipes in their top search results. You can learn more about the campaign by visiting

AmericanPecan.com/superfy.

GOING IN-STORE WITH RETAIL DIETITIANS

A new year means new resolutions, with many Americans committing to their health in 2019. While nutrition is top of mind, we are working to educate retail dietitians about the nutrition benefits of the pecan for use in their own efforts at point-of-sale.

Who are retail dietitians? You may be surprised to learn that most supermarkets have a registered dietitian on staff whose role is to help shoppers choose wholesome options when perusing the grocery aisles. By working with these health-focused purchase-drivers, we can elevate The Original Supernut’s presence, reinforce its heart health benefits and bring its superior taste to life through product sampling and in-store recipe demonstrations. We’ll turn retail dietitians into pecan advocates – and in doing so, engage meal planners while they shop for groceries.



We’re arming these important partners with The Original Supernut Retail Dietitian Toolkit – a suite of tools, educational materials and branded signage for in-store demos and displays. Full of recipe ideas, suggested social content, and nutrition information, the toolkit makes it easy for supermarket RDs to put pecans in the grocery store spotlight.



Hajovsky Pecan Farm (La Grange, TX) promotes The Super American Pecan-A-Thon on Facebook.

INDUSTRY MEMBERS #PLEDGEPECANS

Thank you to everyone who participated in the #PledgePecans campaign during the holidays! We loved seeing how each of you helped promote American Pecans and The Super American Pecan-A-Thon.

The APC's marketing efforts are in service to the entire American pecan industry and we encourage you to leverage our brand and other marketing assets – including social media posts – in the promotion of your own business. Check out the [Tools & Tips](#) page of the Digital Toolkit for Industry to access helpful materials you can reference when using the American Pecans brand.



Lanes Southern Orchards (Fort Valley, GA) shares the Pecan Snow Globe craft from The Super American Pecan-A-Thon on Instagram.

THE APC HITS THE ROAD IN 2019

The APC is looking forward to another engaging conference and trade show season. If you're attending an industry show in the coming months, be sure to attend an APC led workshop and/or connect with our staff onsite.

Included here and on our website is a list of upcoming events. Reach out to industry@americanpecan.com to submit an event for inclusion in this newsletter or on our [website](#).

CALENDAR OF EVENTS

Noble Research Institute – Managing Your Pecan Orchard Course

January 17, 2019
Ardmore, OK

Annual Texas Pecan Short Course

January 28-31, 2019
College Station, TX

Fruit Logistica

February 6-8, 2019
Berlin, Germany

Noble Research Institute – Pruning Pecan Trees for Improved Production Course

February 12, 2019
Madill, OK

North Carolina Pecan Growers Association

February 16, 2019
Clinton, NC

Southeastern Pecan Growers Association Annual Convention and Trade Show

February 22-23, 2019
Destin, FL

Western Pecan Growers Association Annual Conference and Trade Show

March 3-5, 2019
Las Cruces, NM

National Pecan Shellers Association Mid-Winter Meeting

March 13-14, 2019
Atlanta, GA

Georgia Pecan Growers Association Annual Conference

March 25-27, 2019
Tifton, GA



AMERICAN PECAN
COUNCIL

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



Follow us on social media: @americanpecan