



IN A NUTSHELL

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Our Cherry Pecan Energy Bites recipe was featured in our latest media article showcasing pecans as a heart-healthy ingredient.

ASKING AMERICANS TO THINK HEART-SMART

February is American Heart Month – and right on the heels of New Year’s resolutions, it’s the perfect time to remind consumers of how easy it is to incorporate heart-healthy ingredients as part of a balanced diet and healthier lifestyle. To insert American Pecans into the healthy habits conversation, our media relations efforts have focused on educating Americans on the health benefits of pecans and offering quick, easy ways to incorporate them into daily diets.

Our article, “Simple Ways to be Heart Smart” was timed for release to newspapers and magazines nationwide in the last week of January, as editorial teams begin to focus on heart health. Media has shared our story from coast-to-coast, including [Malibu Times Magazine](#) (Malibu, CA), [The Miami County Republic](#) (Miami, Kansas) and [Longview News-Journal](#) (Longview, TX), among others.

The article not only shares the heart-smart qualities of pecans, but debuts one of our newest recipes – Cherry Pecan Energy Bites. As a quick, portable, kid-friendly option, they’re an ideal fit for our Gen X and Gen Y mom target audience. You can find the recipe in the article, or at [AmericanPecan.com](#). If you give them a try, send us a note and/or photo, at [industry@americanpecan.com](#) – we always enjoy seeing industry use our recipes at home.

To further amplify our heart-healthy efforts, we’ve partnered with a registered dietitian for broadcast news segments to highlight pecans alongside other heart-healthy ingredients. Featuring our new Cherry Pecan Energy Bites recipe, the segment will air in markets in the northeast, ensuring our heart health message reaches consumers well beyond the Pecan Belt.

You can celebrate American Heart Month, too, by sharing heart-smart pecan-based recipes with your followers on social media. Check out the new Social Media Content Calendar resource on the [Super-fy marketing page](#) in the Digital Toolkit for Industry (password: pecans18) for fresh ideas to post to your channels. Additionally, we’ve renewed American Pecans’ American Heart Association (AHA) Heart-Check Mark for 2019, which you can use in your own marketing materials and packaging. Reach out to us at [industry@americanpecan.com](#) for more details.



The American Pecans Nutrition Handout is just one of the nutrition-focused resources available to industry in the Digital Toolkit.

SPREADING THE PECANS NUTRITION MESSAGE

From our Super-fy campaign, which shows consumers how they can make meals more nutritious and delicious by adding American Pecans, to new partnerships with retail dietitians, we’re putting the pecan nutrition message front and center in 2019. This includes our research priorities, as we look to conduct our own nutrition studies in the coming months and years.

Based on consumer research, while most Americans see other nuts, like almonds and pistachios, as a “health food,”

there is little awareness of the pecan's unique nutrition profile. We see significant opportunity to differentiate the nutrition of pecans in the broader tree nut category, and we intend to focus our research – this year and beyond – on investigating the health benefits of The Original Supernut. We'll then leverage any findings in our marketing efforts to align with popular consumer trends in health and nutrition.

As a member of the pecan industry, you can take advantage of the nutrition-focused resources created by the APC. Our [Logos & Downloadable Materials](#) page in the Digital Toolkit for Industry is chock-full of useful materials, including the American Pecans Nutrition Handout. Visit AmericanPecan.com/toolkit (password: pecans18) to download the handout for use in your own marketing and promotion activities.



Lane Southern Orchards (Fort Valley, GA) shares our Pecan Milk Breakfast Porridge on Instagram

INDUSTRY SHARES THE ORIGINAL SUPERNUT

All APC marketing efforts are intended to directly support the American pecan industry, and that includes your own individual business. We are always pleased to see members of the industry using our recipes and social media posts in their own marketing materials. Visit the [Tools & Tips](#) page in the Digital Toolkit for Industry for a helpful how-to guide for sharing APC posts to your business' social channels.



Tennessee Valley Pecan Company (Decatur, AL) uses our recipe for Pecan Milk in a promotional post on Twitter.

CALENDAR OF EVENTS

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 26-27, 2019
Tifton, GA



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