



IN A NUTSHELL

Issue No. 16

March 2019

Heart-Healthy Media Mentions

During National Heart Month, our registered dietitian partnerships were hard at work for The Original Supernut. American Pecans were featured as a heart-healthy ingredient in broadcast segments that appeared in markets across the nation.



Supermarket dietitian Kim Kirchherr of IGA Supermarkets shares her excitement about the American Pecans toolkit she received with her Twitter followers.

SUPERMARKET DIETITIANS ACTIVATE IN-STORE TO PROMOTE THE ORIGINAL SUPERNUT

As mentioned in previous newsletters, part of the APC’s 2019 focus on marketing the nutrition of pecans includes partnerships with supermarket dietitians – in-store experts who help consumers choose nutritious options during their weekly grocery run. Partnering with these Registered Dietitians has helped us intercept our target audience – Gen X and Gen Y moms – in the grocery store as they are making purchasing decisions about what to feed their families.

We kicked off our partnerships earlier this year by sending toolkits that included nutrition information, pecan-inspired recipes and mini food processors so they could share pecans with consumers during in-store demos. We specifically

targeted dietitians located in states outside the Pecan Belt to help introduce America’s native nut to shoppers who may not be as familiar with pecans.

Since launching this program, 25 dietitians have committed to participating and 11 have already begun featuring American Pecans recipes on their [social channels](#), hosting in-store demos with pecans, and even mentioning The Original Supernut in [news coverage](#) through their partnerships with their local media outlets. We look forward to seeing how these experts continue to spread the pecan love in the months to come.

MARKETING TACTIC SPOTLIGHT: PAID SOCIAL MEDIA

The APC is committed to being good stewards of industry assessment dollars, and is using the latest marketing tactics to reach our target audience in effective, cost-efficient ways. One of the many tools we use is paid social media.

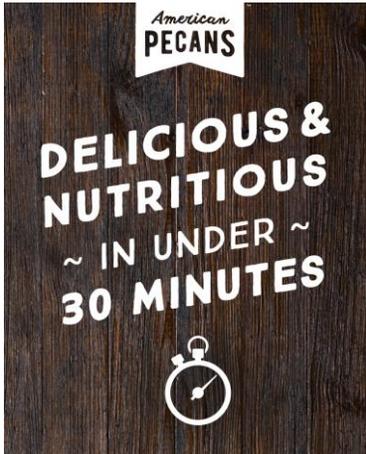
Research shows that 70 percent of consumers have purchased a product that they have seen in a brand’s social media channels or from paid social posts appearing in their feed. In 2018 alone, social media advertising helped brands generate \$51.3 billion in revenue, and that revenue is set to grow 10.5 percent each year.

With paid social media, we are able to target American Pecans posts to appear in our key audience’s social media feeds. To ensure our investment drives the most impact, we conducted research to uncover which social channels are best for reaching our Gen X and Gen Y mom target audience. As a result, we’ve focused our paid social efforts on Facebook and Instagram to spread our message on the digital platforms where they already spend their time. We also found that these channels allow for more detailed targeting, allowing us to reach key consumers.

The results show that this tactic is working. Since beginning paid social, the visits to AmericanPecan.com have risen almost 30 percent in only three months. We have also seen more visitors viewing the pecan recipes we feature on the website, showing we are driving interest in new uses for pecans. While on the site, consumers can also view

information on the many benefits of pecans, including nutrition information and recipe inspiration.

As a member of the American pecan industry, you can leverage the creative assets the APC develops for its own paid social media posts. This includes our Super-fy 10-second videos, which feature delicious, pecan-filled recipes. These videos are available for you to download and share on your own social media channels – just visit the [Super-fy page](#) in the Digital Toolkit for Industry and look under the Resources for You section (password: pecans18).



APC collateral used in American Pecans paid social is available in the Digital Toolkit for Industry to download and use.

INDUSTRY SHARES THE ORIGINAL SUPERNUT

We love seeing industry members share APC marketing assets on their own social media. Be sure to follow @AmericanPecan on Facebook, Twitter, Instagram and Pinterest.

You can also visit the [Tools & Tips](#) page in the Digital Toolkit for Industry to access and download our how-to guide for sharing APC social media posts to your channels. Who knows? Your post may be featured in an upcoming issue of this newsletter!



The Nut House & Country Market shares our mouth watering chili recipe with their Facebook followers.

CALENDAR OF EVENTS

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

American Pecan Council General Council Meeting

April 10, 2018
Dallas/Fort Worth International Airport

For a complete list of upcoming industry events & educational courses, visit the [Industry Events page](#) on [AmericanPecan.com](#)



AMERICAN PECAN
COUNCIL

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



Follow us on social media: @americanpecan

