



IN A NUTSHELL

Issue No. 20

May 2019

National Pecan Month Feature!

In honor of April being National Pecan Month, registered dietitian and social media influencer Mia Syn shared the pecan love in a TV cooking demo in Charleston, SC, and with her 84K Instagram followers by posting about six different ways pecans can be used “outside the pie.”



HAVE A SUPERWEEK WITH AMERICAN PECANS

Last month, we gave you a sneak peek at our latest marketing initiative – Superweeks – where we show consumers the many delicious ways to incorporate pecans into weekly menus. The concept taps into the current weekly meal planning trend among our target audience of moms in generations X and Y. Each week, we’ll release a new line-up of pecan-inspired recipes the whole family can enjoy during the work week.

Our goal is to show consumers how one bag of pecans can amp up their families’ meals all week long. In doing so, we hope to change people’s perceptions of pecans from a specialized ingredient they purchase around the holidays to a

year-round staple they add to their grocery basket on a weekly basis.

Some of you might be thinking, *what is the difference between Superweeks and Super-fy?* Think of Superweeks as an evolution of Super-fy. We want consumers to Super-fy their meals every day by adding pecans to their weekly meal plan routine – making each week a Superweek!

To do this, our meal plans will rotate between six themes – Heart Health, Gluten Free, Kid-Friendly, Plant Based, Magic Number, and Summer Socials – every few weeks. These themes were carefully chosen based on our target audience of Gen X and Y moms who have purchasing power and search for these types of recipes when meal planning this time of year.

The campaign kicked off last month and will run through September, sharing pecan-inspired recipes throughout the summer and into the back-to-school season this fall. Be on the lookout for Superweeks content on APC digital channels in the coming months!



The Superweeks campaign shows consumers how adding pecans to their weekly grocery routine allows for new, delicious and nutritious options beyond the pie.

ENGAGING INFLUENTIAL VOICES TO TELL THE SUPERWEEKS STORY

One of the key elements of this campaign is our partnerships with influential bloggers in the food/nutrition space who will create original content for Superweeks. While vetting influencers, we ensured each is a good fit for the campaign

and relates to our target audience of moms in Generations X and Y (age 25-54). Our newest influencers are all mothers who have a love for cooking and learning about nutritious new foods, regularly meal plan for their families and share their ideas with their social media and blog followers.

For Superweeks, each influencer will prepare meal plans along one of our six themes (Heart Healthy, Kid-Friendly, Gluten Free, Plant Based, Magic Number, and Summer Socials). Each partner was thoughtfully matched with one of these themes to fit their blog content, personal style and what their loyal followers have come to expect from them.

Our influencer partnerships for Superweeks are already underway – one of our partners, Sandy Coughlin of [Reluctant Entertainer](#) has already begun sharing [Superweeks content](#) with her 586K social media and blog followers. As a mom of three, she loves trying new recipes and sharing them online, and has amassed a strong following and popularity among other mothers who are looking to feed their families nutritious and delicious meals.

Sandy will create meal plans and content with our Summer Socials theme – showing how pecans can be incorporated into recipes for summertime meals and entertaining. Be sure to follow her on social media ([Facebook](#), [Instagram](#) and [Pinterest](#)) and keep an eye out for her Superweeks posts!



Sandy Coughlin of Reluctant Entertainer is just one of the influential bloggers we will work with for Superweeks.

SUPERWEEKS RESOURCES FOR INDUSTRY

As with all of our marketing initiatives, the Superweeks campaign is in service to you. As a member of the American pecan industry, we encourage you to take advantage of the materials and content the APC creates for Superweeks for use in promoting your own business.

To give you easy access to a host of Superweeks campaign resources, we created a [dedicated page](#) in the Digital Toolkit

for Industry (password: pecans18). The page shares helpful information on the campaign and includes downloadable resources – like our heart-smart shopping list and recipe cards – which you can print to hand out to customers or post to your own website.

Much like the Superweeks campaign, we will update the page frequently with new materials, so continue to check back throughout the campaign!

CALENDAR OF EVENTS

Oklahoma Pecan Growers Association Annual Convention

June 12-14, 2019
Ardmore, OK

TriState ArkLaMiss Pecanference

June 20-21, 2019
New Roads, LA

Texas Pecan Growers Association Annual Conference

July 14-17, 2019
Frisco, TX

Arizona Pecan Growers 24th Annual Conference 2019

September 5-6, 2019
Tuscon, AZ

National Pecan Shellers Association Annual Meeting

September 11-13, 2019
Nashville, TN

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AMERICAN PECAN
COUNCIL

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



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