



# IN A NUTSHELL

Issue No. 24

July 2019



*Grocery store chain Kroger features American Pecans heart-smart recipe for Pecan Crusted Honey Mustard Salmon.*

## HEART-HEALTHY PECANS FEATURED IN KROGER MAGAZINE

We're excited to share that American Pecans is featured as a heart-healthy option in grocery store Kroger's *Live Naturally* magazine this summer! We combined the educational information on the nutrition of pecans with the seasonal interests of our audience to create an engaging and delicious article, "Simple Planning for Easy, Heart-Smart Summer Meals." The piece features our American Heart Association Heart-Check designation, as well as a tasty dinner recipe, Pecan Crusted Honey Mustard Salmon in Foil.

*Live Naturally* is available throughout the store, as well as at the checkout counter and store entrance. Our American Pecans content was shared in stores in four major markets nationwide: Kroger Atlanta, Kroger Southwest (TX, LA), Ralph's of California and Kroger Mid-Atlantic (WV, VA, NC, TN).

Grocery magazines pose a great opportunity to reach our target audience as close as possible to their point of purchase. In fact, 93 percent of consumers surveyed by Kroger were inspired to try new products after reading the magazine.

Consumers also stated that recipes and articles were "most helpful" and 55 percent of readers made a recipe after seeing it in the magazine. We are excited to promote pecans in these grocery store magazines that help to move pecans from consumer awareness to consumer sales.

If you see the magazine in your store, we would love to hear about it. Send us a picture at [industry@americanpecan.com](mailto:industry@americanpecan.com), or call the office at (817) 916-0020 and let us know!

## PUTTING THE BRAND TO WORK FOR YOU

Everything we create for our marketing efforts is yours to use for your own business. Most of these resources live in the Industry Toolkit on the American Pecans website, where you can find campaign-specific resources as well as logos, FAQs, and more. Print and share your favorite materials, and let us know what you'd like to see next!

You can check out the toolkit [here](#) (password pecans18).

## THE SCIENCE BEHIND THE SUPERNUT

A core component of our marketing program is educating consumers on the nutrition story of pecans. We actively promote pecans as a nutrient-dense nut and highlight their American Heart Association Heart-Check Certification; however, we are restricted in sharing certain health and nutrition claims, due to lack of associated nutrition research. This year, we began laying the groundwork to share more of the pecan's nutrition story by commissioning nutritional research.

We partnered with nutrition consultant Guy Johnson, Ph.D., to help us develop a Request for Proposal (RFP) for research related to pecans and cardiovascular health and weight management. Research like this will help us tell more of the pecan nutrition story and support our claim that American Pecans truly are The Original Supernut.

We distributed this RFP to more than 70 researchers at universities and institutions across the country, both independently and through organizations like the Academy of Nutrition and Dietetics and the American Society for Nutrition. **We're thrilled to announce we received 21 proposals from top-tier researchers and institutions** including Harvard, Yale, UC-Davis and Penn State.

We are working with our consultant to review the detailed proposals and develop a recommendation for which researcher(s) will be awarded the research grant later this summer.

## GETTING TO KNOW OUR MEAL PLANNING PARTNERS

In May, we introduced you to our Superweeks influencer program, where we partner with food and lifestyle bloggers to create new American Pecans recipes and spread the word about the versatility,

nutrition, and heritage of the pecan. Since May, the program has really taken off!

If you follow American Pecans on social media, or have been checking in with our Superweeks blog on AmericanPecan.com, you likely noticed a collection of new recipes.

These new creations came from a fresh group of partners whose blog content and readership line up with our target audience of Gen X and Y moms. These bloggers not only created new recipes, but also shared these recipes in the context of a full, American Pecans meal plan, or five days' worth of meals all centered around pecans.



## plant-based meal plan

*Yummy Mummy posted her mouth-watering Pecan Stuffed Bell Peppers recipe to her personal blog page, which has more than 70,000 readers per month!*

The loyal followers of our pecan partners are learning how pecans can work in new and delicious ways for their families every day of the week. Check out some examples below!

- [Yummy Mummy Kitchen](#) provided us with five days' worth of pecan-filled, vegan meals, including this delicious recipe for Pecan-Stuffed Bell Peppers.
- [Wholesomelicious](#) shared five gluten-free recipes for weeknight meals, including Air-Fryer Pecan Crusted Pork Chops and Grilled Balsamic Chicken with Pecan Pesto.
- [Joyful Healthy Eats](#) provided us with five yummy meals that consumers can make in thirty minutes or less – perfect for our target audience of busy moms on the go.
- [Mom's Kitchen Handbook](#) just released the first recipe in her series of energy-boosting recipes for consumers.

Each of these partners appeals to a slightly different lifestyle or dietary preference – and together, they build a comprehensive picture for the consumer of the versatile power of pecans.

Have a favorite? You can always go to AmericanPecan.com to print or email the recipe to share with family, friends and customers.

### CALENDAR OF EVENTS

#### Texas Pecan Growers Association Annual Conference

July 14-17, 2019  
Frisco, TX

#### American Pecan Council Handler Regulatory and Reporting Course

July 15-16, 2019  
Frisco, TX

#### Pecan Associations Congress

August 20, 2019  
Dallas, TX

#### American Pecan Council-General Council Meeting

August 21, 2019  
Dallas, TX

#### Arizona Pecan Growers 24th Annual Conference 2019

September 5-6, 2019  
Tuscon, AZ

#### National Pecan Shellers Association Annual Meeting

September 11-12, 2019  
Nashville, TN

#### KNOW SOMEONE WHO

#### SHOULD RECEIVE OUR NEWSLETTER?

Tell them to sign up by visiting [AmericanPecan.com](http://AmericanPecan.com) and entering their email in the "Let's Stay in Touch" field. They can also email us directly at [industry@americanpecan.com](mailto:industry@americanpecan.com) and ask to join our mailing list.



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