



IN A NUTSHELL

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New Marketing Items Available for Download!

In case you missed it, we've created a new set of downloadable materials for you to use for your own business, including stickers, wallet cards, and recipe cards.

Check out your new resources in the Industry Toolkit (password: pecans18) and let us know what you think!

Visit the Industry Toolkit on AmericanPecan.com (password: pecans18) to download your new Superweeks materials for printing at home or at your local print shop. Use them at your shop, on your packaging, at the farmer's market, and beyond! Send us a picture at industry@americanpecan.com.

MAKE EVERY WEEK A SUPERWEEK WITH THE ORIGINAL SUPERNUT

Discover quick and easy meal plans at AmericanPecan.com

AMERICAN PECANS CONTINUES TO INVEST IN SOCIAL MEDIA

During this year's Pecan Congress in Dallas, representatives from pecan organizations and associations across each growing region joined to discuss industry opportunities and participate in workshops. One of the sessions focused on harnessing the power of social media for promoting American Pecans.

Following the presentation, American Pecan Council member and Radio Oklahoma Ag Network Farm Director Ron Hays spoke with Janet Helm, the Chief Food & Nutrition Strategist at Weber Shandwick, about the APC's use of social media in its marketing strategy. Janet and Ron

discussed how incorporating social media into an overall strategy is a long-term investment that yields high-quality results.

Social media allows us to reach consumers where they are already browsing. By targeting key audiences, it allows the APC to spend marketing dollars intelligently and efficiently. The strategy can be used by state and local industry organizations, as well as by individual businesses. To hear more of Ron's conversation with Janet, [click here](#).

SOCIAL MEDIA CONTENT MADE FOR YOU

Social media isn't just for the APC – we are here to help you harness the power of online platforms for yourself! All of the images and videos that American Pecans creates for social media are yours to use. We're excited to share the new Downloadable Social Assets section of the Industry Toolkit (password: pecans18), where you'll find pictures and videos you can use on social media. Currently, you'll find a suite of Superweeks content, and we'll continue to add social content in the weeks and months ahead.

To access these materials, [click here](#). Download these assets to create social posts on your personal and business social channels and website as you see fit. You can also repost social content directly from American Pecan social channels and website. To learn how, [click here](#).



"Social Media Tips" resource on AmericanPecan.com

THE SCIENCE BEHIND THE SUPERNUT

You may recall information shared about our nutrition Request for Proposal (RFP) back in July. We distributed the RFP to more than 70 researchers at universities and institutions across the country. We were thrilled to receive 21 proposals, exceeding our expectations. After thorough review and consideration, the Council voted to fund two studies for this fiscal year.

Dr. John Peters at the University of Colorado proposed a study that has the potential to show that consuming pecans decreases food intake in the short term and/or has beneficial effects on metabolism. This kind of nutrition evidence will help support the claim that pecans are a nutritious snack.

We are also working with Dr. Penny Kris-Etherton and Dr. Kristina Petersen at Penn State University. Their proposed study will look at individuals with cardiovascular, or heart and lung, risk factors and is intended to demonstrate the multiple beneficial effects of pecans.



Dr. Kristina Petersen, Dr. Penny Kris-Etherton and Dr. John Peters were selected to conduct APC-funded, nutrition research.

While there is growing interest and evidence for the benefits of nuts as a broad category, these new research efforts aim to differentiate pecans specifically. A core component of our marketing program is educating consumers on the nutritional value of pecans; however, we have been restricted in sharing certain health and nutrition claims due to a lack of associated nutrition research that is dedicated to pecans.

LEVERAGING SEARCH ENGINE ADVERTISING

Have you ever searched for something on the internet and seen advertisements at the top of your search results? That is paid search advertising, and we are leveraging that to raise awareness about pecans.

Paid search is a form of advertising used within search engines, like Google or Bing, that places our content at the top of consumers' results feeds. For example, during a recent campaign, when people searched for "chicken" or "chicken recipes," our Pecan Crusted Chicken recipe was one of the first results listed.

With paid search, our goal is not to reach all people, but reach the *right* people (namely, those seeking recipes), and to engage them to learn more. Our paid program targeted users searching for "quick meals" or "weeknight meals," promoting recipes ready in under 30 minutes and how to use a bag of pecans in meals throughout the week.

Want to learn more about APC's paid search program? Feel free to email industry@americanpecan.com.

JULY MARKETING HIGHLIGHTS UPDATE

We're excited to announce that the July version of our Monthly Marketing Highlights Report is live on the AmericanPecan.com website, sharing updates on a variety of recent marketing activities. You can view and download the report by clicking the button below, or by visiting the [Your Dollars at Work](#) page in the Digital Toolkit for Industry (password: pecans18).

Know someone who should get our newsletter?

Tell them to sign up by visiting AmericanPecan.com and entering their email in the "Register Now" field under Industry News. They can also email us directly at industry@americanpecan.com.

In A Nutshell In Print!

Starting in October, we will distribute the newsletter as a mailed, print version, as well as via email. As part of this exciting transition, the newsletter will be distributed on a monthly basis. If you're interested in receiving a mailed copy of In A Nutshell, please reach out to industry@americanpecan.com or (817) 916-0020.

CALENDAR OF EVENTS

Alabama Pecan Growers Association Meeting
September 19, 2019 | Fairhope, AL

Florida Pecan Field Day and Florida Pecan Growers Association Annual Meeting
October 3, 2019 | Monticello, FL



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