



# IN A NUTSHELL

Issue No. 6

OCTOBER 2018

## HURRICANE MICHAEL

Our thoughts and prayers are with all of those affected by the devastation of Hurricane Michael this week. For additional information, please see communication titled "Hurricane Michael & Disaster Assistance Information."

## THE SUPER AMERICAN PECAN-A-THON

Mark your calendars – our next show-stopping pecan event is launching in November! Just ahead of the Thanksgiving holiday, we are partnering with top recipe site Epicurious to host the Super American Pecan-A-Thon. The interactive, online variety show is designed to reach our target audience through Conde Nast owned properties Bon Appetit, Self, Conde Nast Traveler and more. Growers will appear alongside a celebrity host and influential food and lifestyle bloggers to share recipes, cooking tips, home décor and entertaining ideas all featuring The Original Supernut.

To further the movement, viewers will be encouraged take the #PecanPledge, a promise to make one more dish beyond pie this holiday season in support of American Pecan growers.

## GET INVOLVED

Harvest is upon us, and the holidays aren't far behind – a time of year when pecans are top-of-mind with consumers. In our first harvest season as The Original Supernut, we're aiming to celebrate the heritage and holiday traditions of our native nut, while encouraging our target audience to think beyond the pecan pie. Our next phase of marketing activities includes an online variety show encouraging recipe lovers coast to coast to pledge to make one new recipe with pecans this holiday season, in addition to their tried-and-true favorites.

As we continue to drive towards our goal of changing perceptions and raising demand, we want you to be a part of the American Pecan story. There are several ways you can get involved:

### Share Your Story:

Help us personalize American Pecans with stories of the families behind the nut we love and the journey from field to fridge. We're collecting photos and videos that tell your story – prize-winning trees, planting kickoff, celebrations of a healthy yield, vintage family photos or videos of the farm

and field and more. If you'd like to share, please [upload your images/videos here](#) by Friday, 10/19. We are happy to provide further direction or answer any questions you might have before then.

**Share Your Product:** Many Americans aren't familiar with the taste, color, and texture of a real, fresh pecan – and we're aiming to change that. **We're in need of fresh, beautiful pecans and/or pecan oil** to feature during our variety show and via our social influencer partnerships. If you're interested in donating, please respond to this email by Friday, 10/19 so we can provide further shipping instructions.

**Share Your Thanks:** Our goal is to share a personalized thank you on behalf of the industry for folks who take the #pecanpledge. That's where you come in! If you have a smart phone and are willing to take a video, we are looking for you. Simply record yourself saying the below script and [upload the file here](#) by Friday, 10/19

### Sample Script:

*We'd love it if you would take the Pecan Pledge and give a new American Pecan dish a try this holiday. We hope our recipes will make your family as happy as you've made ours. Thank you!*

We will cut to a series of "Thank you"s together to end the video.

### Helpful Tips:

1. Shoot your video outdoors if the weather permits in front of your pecan orchard or barn
2. Make sure to speak clearly so that the sound is captured
3. The light should be shining towards you, not behind you
4. Shoot your video horizontally

We are grateful to the industry for your willingness to support this FMO, and are excited to kick off another campaign in celebration of The Original Supernut and the people behind it. We'll share more about the Pecan-A-Thon in the weeks ahead.



Visit our website or social channels for these seasonal recipes (L:R: Slow Cooker Mulled Cider with Pecan Rim, Pecan Ghost Cookies, Roasted Pumpkin and Sweet Potato Soup with Pecan Pomegranate Salsa, Pecan Baked Apples)

## HARVEST STORYTELLING: CELEBRATE THE SEASON

Before the Pecan-a-thon debut, the fall celebration is officially underway! There is no better time to promote American Pecans than the harvest and holiday seasons, when the nut is already top-of-mind with consumers.

Thanksgiving-inspired recipes are a great way to showcase the versatility and heritage of pecans. Among the thousands of news stories about pecans over the past year, holiday-themed recipes have been very popular with both editors and readers. As we pursue an even bigger push with consumers this holiday season, we are not only evaluating what was successful last fall, we are using search engine and social media data to show us what type of recipes our target audience is seeking. Each of these insights helps APC determine which recipes we share and get the most out of our marketing efforts.

So, what type of meal and snacking inspiration are we sharing this fall? We are encouraging media – as well as their readers and viewers – to think of a traditional fall ingredient in a non-traditional way.

In addition to coupling pecans with other classic fall flavors like pumpkin and squash, we are also breaking tradition with new ideas like ciders, soups, and salads to show the many different uses for pecans. We're also using Thanksgiving to tell the uniquely American heritage story of The Original Supernut.

### TRY THESE SPOOK-TACULAR TREATS!

For all you Halloween lovers, don't worry – we aren't skipping this spooky holiday! Last year, our Pecan Ghost Cookies performed spook-tacularly with media and consumers, so we're again sharing this clever recipe as a homemade alternative to store-bought sweets.

We're also serving up our Sweet Potato and Pumpkin Pecan Soup as a hearty pre-trick-or-treating meal. No matter what delicious pecan recipe you enjoy, try it with the Slow Cooker Mulled Cider – the delicious Pecan Rim is definitely a treat.

Click on the link below or our social channel buttons at the end of this newsletter to find these and many more

seasonal recipes. If you try them out, we'd love to hear what you think!



Pecan partners inspire audiences with recipes such as Instant Pot Stuffed Acorn Squash with Pecans (A Couple Cooks) and No Bake Pumpkin-Pecan Pie Paleo Bits (The Defined Dish)

## CAPTURING SEASONAL TRENDS

Our social influencers and bloggers, otherwise known as our "Pecan Partners," are hard at work creating new seasonal and holiday recipes based on some of the season's hottest food trends and cooking techniques. For example, A Couple Cooks' [Instant Pot Stuffed Acorn Squash with Pecans](#) not only celebrates the best flavors of fall, but also answers the high online search volume for recipes using an Instant Pot and was recently featured in a must-try fall round-up on [Self.com](#). The Defined Dish's new [No-Bake Pumpkin-Pecan Pie Paleo Bites](#) are paleo diet friendly, but delicious for anyone looking for a fun twist on a classic favorite.

The recipes will be shared with our target audiences through paid social and search campaigns to make the content work even harder for us, reaching more consumers to grow interest and demand.

They also appear on the recipe page of our website, AmericanPecan.com, which has more than 60,000 visitors each month. You can check out some of the additional fall recipes at the links below, and be sure to check back throughout the season:

- [Roasted Pumpkin and Sweet Potato Soup with Pecan Pomegranate Salsa](#)
- [Pecan Apple Stuffing](#)
- [Sweet Potato Casserole with Bourbon Pecan Crumble](#)
- [Pecan Cranberry Relish](#)



*Growers at the Alabama Pecan Growers' Annual Meeting were among the first to hear about our next big holiday marketing push*

### **APC ON THE ROAD**

We enjoyed meeting many industry members at this year's National Pecan Shellers Association Annual Meeting in California and, most recently, at the Alabama Pecan Growers' Annual Meeting in Fairhope. For those who attended, we hope you found the marketing updates and presentation on what is coming up this year informative and exciting!

Many of this year's conferences are now complete, but we will continue to travel and meet with industry. Executive Director Alex Ott will be in New Mexico next week, and APC staff will be attending the PMA Fresh Summit Conference & Expo in Orlando, Florida October 19-20, as well as visiting several stops in Georgia in the days following. We look forward to the opportunity to connect with many of you in person!

In addition to opportunities to meet at events and conferences, we encourage you to continue to stay in touch through the newsletter, email ([industry@americanpecan.com](mailto:industry@americanpecan.com)) and phone (817) 916-0020.)

As you enter the holiday season, please reach out if you are interested in learning more about how to make American Pecans marketing materials work for you and your business. From social media content, to printed nutrition facts and handouts, the APC staff is here to equip you with the resources you need.



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