



# IN A NUTSHELL

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## Pecans are Part of the Plan!

American Pecans' recipe for Creamy Chopped Chickpea Pecan Salad was featured as a part of the widely syndicated Sunday "Seven-Day Menu Planner."

The article ran in papers nationwide, including Arkansas Democrat Gazette, Chicago Sun-Times (below), and New Hampshire Sunday News.



*The Chicago Sun-Times shares a mouthwatering recipe for Creamy Chopped Chickpea Pecan Salad.*

## SIMPLIFYING BACK-TO-SCHOOL DINNERS

As summer comes to an end and kids prepare to head back to school, parents are looking for easy recipes with healthy, nutritious ingredients to add to their weeknight rotation.

We know that parents are busy – and according to Mintel research, 53 percent of consumers said they do not have the energy to cook. This makes it the perfect time to share tasty meal plans that incorporate The Original Supernut and take less than 30 minutes to prepare!

We released an article titled, "Simplify Back-to-School Dinners with Nutritious Meal Plans" to hundreds of news outlets nationwide. The piece features tasty favorites such as Pecan-Crusted Air Fryer Pork Chops and was distributed in July and August to coincide with the start of back-to-school season. Articles have run in print and online news outlets

such as the [St. Louis Post-Dispatch](#), [The Advocate](#) (Baton Rouge, La.), and [The Southern Maryland Chronicle](#).

The article shares the health benefits of pecans and explains how adding one bag to your grocery list creates an opportunity to explore a week's worth of new and nutritious dishes. These recipes are quick and kid-friendly, making them an ideal fit for our Gen X and Y Mom target audience.

You can find the recipes in the article, or at [AmericanPecan.com](#). If you try them, we would love to know what you think! Send us a note and photo at [industry@americanpecan.com](mailto:industry@americanpecan.com). We cannot wait to see!



*Pecan-Crusted Air Fryer Pork Chops make for a delicious back-to-school dinner on a busy weeknight.*

## ROUNDING OUT THE SUPERWEEKS INFLUENCER PROGRAM

You may recall the information shared about our influencer program back in May. We are excited to introduce our latest group of partners and the meal plans they've created exclusively for American Pecans.

Our influencers' blog content and readership are well matched with our target audience of Gen X and Y Moms, who hold purchasing power for groceries in their households. Our research revealed that these mothers are health conscious and most likely to explore new ways to incorporate nutrients into family meals.

We also found that two out of three moms plan their weekly meals in advance, especially those with young kids. In fact, according to Mintel research, the most stressful time of day

for parents is dinnertime – and 82 percent of working moms try to combat this with advanced meal planning.

We partnered with bloggers [Mom's Kitchen Handbook](#) and [Real Housemoms](#) to show consumers that pecans are a superfood that can help fuel families throughout the day, which research shows moms are looking for.

Mom's Kitchen Handbook shared a [meal plan](#) with five days of high-energy recipes that fight sugar slumps and afternoon grogginess, such as [“Almost Vegan” Linguine with Cauliflower Pecan Alfredo](#) and [Grilled Pork Chops with Peach and Pecan Summer Salsa](#). These power-packed recipes show consumers how pecans can energize their days by providing “good” monounsaturated fat, plant-based protein, fiber and essential minerals (zinc, copper and manganese).\*

*\*One serving of pecans (28g) contains 18g unsaturated fat and only 2g saturated fat.*

Mintel research also shows that one in four Gen X and Y moms is inspired by their children when choosing meals. Real Housemoms shared recipes that fit the bill, such as [Pecan Chicken Meatballs](#) and [Pecan Chicken Sheet Pan Dinner](#), that help introduce new and delicious options to kids.

*mom's kitchen handbook*



*Katie Morford of Mom's Kitchen Handbook shares five energy-filled recipes full of pecans.*

## AMERICAN PECANS ON THE AIRWAVES

In July, American Pecans was featured in TV segments on News 4 San Antonio and WISH-TV in Indianapolis. Both cities are large, diverse markets with great opportunity to create new pecan lovers!

Registered Dietitians Amy Goodson and Annessa Chumbley showcased pecans as a source of protein that make for a delicious snack and great addition to recipes. Amy Goodson is the former sports dietitian for many Texas athletic teams, including the Dallas Cowboys and Texas Rangers. She is also an ambassador for the American Heart Association and has co-authored a sports nutrition book for triathletes.

Annessa Chumbley is a mother of two, recipe creator, spokesperson, and talk show host on WISH-TV. In their segments, our RDs explained the health benefits of pecans and how they are ideal for effortless summertime entertaining, sharing our Pecan Berry Green Salad as an easy example of the versatility of pecans.



*Popular Pecan Berry Green Salad was one of the summer favorites featured in our RD segments.*

The segments reached more than 25,000 viewers, connecting consumers in markets around the country with the superfood power and easy entertaining options of The Original Supernut.

## PECAN COVERAGE: FILMING FOR RFD-TV'S CHASING DOWN MADISON BROWN TELEVISION PROGRAM SET!

APC has worked with RFD-TV a few times before to share news with the pecan industry - and the broader ag industry - about the brand launch and Pecan-A-Thon on their Market Day Report broadcast. The network reaches more than 52 million homes and showcases agribusiness as well as rural lifestyle. *Chasing Down Madison Brown* is one of the network's lifestyle shows, following Madison as she searches for the best farms, food and people in rural America.

This segment will highlight the American Pecan Industry and APC. Filming for the Chasing Down Madison Brown segment will occur on September 19th-21st in San Saba, TX. APC will notify industry once the air date has been announced.

## About RFD-TV

RFD-TV is the flagship network for Rural Media Group, the world's leading provider of multimedia content dedicated to the rural and Western lifestyle. Launched in December of 2000, RFD-TV is the nation's first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyles, along with traditional country music and entertainment.

### About *Chasing Down Madison Brown*

Meet Madison Brown, a seasoned road warrior who grew up rolling down the highway with country band Sawyer Brown and her father Mark Miller, founder and lead singer. Madison's unique and adventurous upbringing meant life on a tour bus, where each new stop brought new adventures, influenced her passion for food, and developed her love for exploring new places. Now, this recent college grad is tossing off the graduation cap, hitting the road, and taking you on the adventure of a lifetime.

Inspired by Madison's longtime blog, [chasingdownmadisonbrown.com](http://chasingdownmadisonbrown.com), this new series takes viewers coast-to-coast with behind-the-scenes tours, celebrity interviews, sporting events, chefs, food, and more. Madison talks with family and friends, such as Toby Keith, Mark Hall of Casting Crowns, the Bellamy Brothers, Karl Malone, Greg Maddux, Ben Zobrist and Sawyer Brown.

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## CALENDAR OF EVENTS

### Georgia Pecan Growers Field Day

August 28, 2019 | Baxley, GA

### Arizona Pecan Growers 24th Annual Conference

September 5-6, 2019 | Tuscon, AZ

### National Pecan Shellers Association Annual Meeting

September 11-12, 2019 | Nashville, TN

### Florida Pecan Field Day and Florida Pecan Growers Association Annual Meeting

October 3, 2019 | Monticello, FL



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