

MARKETING HIGHLIGHTS OCTOBER 2019

SOCIAL MEDIA DRIVES WEB TRAFFIC

Social media continues to be a valuable tool to bring pecans top of mind for consumers. So far this year, more than **40%** of all AmericanPecan.com visitors were directed via social media to our site. where they can learn more about the great taste, versatility and heritage of pecans.





The APC is reaching Gen X/Y moms who are meal planning by showcasing pecans in a range of family-friendly recipes. Our Pecan Crusted Tilapia recipe gained inclusion in a 7-Day Menu planner in several papers across the country, reaching more than half a million consumers.



aside. Drain pasts and return immodiately to pot. Add person, esolitlower succe, Parmosan and enough pasts cooking water so the same lightly costs pasts. Serve interediately with more Parmoran to pass at the table. Makes flor servings.



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Common

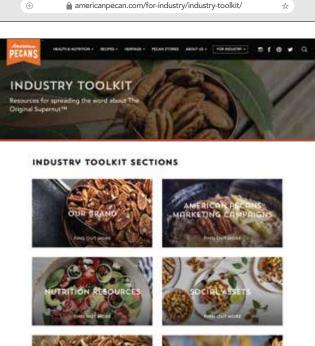
gorfic, boil until tender enough to easily pierce with a knille, 5-8 minutes. Use a slotted spoon to sroop out the cauliflower and garfie, dusin well, and add to the birnder. Bring water back to a boil and add parts. Cook per portcase directions until al dens.

MEAL PREP WITH PECANS

TAKE ADVANTAGE OF INDUSTRY RESOURCES

The "For Industry" section of our website saw a **20% increase in page views** this month. A valuable resource for industry, there you can find market data, event details, marketing resources and more.

Make sure you check it out at **AmericanPecan.com** (toolkit password: pecans18).







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AMERICA'S NEXT HOT FOOD STAYS

The article, "Why pecans might be America's next hot food" continued to run in new markets across the US. In October, the piece gained **750,000 additional views**.

PECAN GHOST COOKIES ARE A HALLOWEEN HIT



American Pecans engages consumers by tapping into seasonal trends. Our signature Halloween creation, Pecan Ghost Cookies, continue to be a seasonal hit. The recipe was our most visited recipe this month, garnering **more than 1,800 page views!**