

INTRODUCING



This month, American Pecans launched The Superpowers of Pecans marketing campaign, designed to drive pecan purchase by educating consumers on the pecan's nutrition benefits in an attention-grabbing way. The campaign showcases an engaging series of comic strip-styled content featuring pecans as nutrition superheroes that support and fuel consumers.

The Superpowers of Pecans is shared on American Pecans' social channels, and advertisements on social media platforms are directly targeting Gen X and Y moms. Each piece of content highlights how delicious, nutritious and versatile pecans can "save the day."



NEWEST INDUSTRY RESOURCES

Superpowers aren't just for consumers – they can power your business, too! Take advantage of The Superpowers of Pecans campaign by checking out the Industry Toolkit at AmericanPecan.com (password: pecans18). You'll find campaign resources such as printable stickers, a promotional flyer, a social media graphic and a superhero mask and coloring sheet.

Use the resources within the Industry Toolkit to educate your own customers, family and friends on the nutrition benefits of American Pecans. Print the mask and coloring page as an activity for kids at your farmer's market booth, at your retail store, or to help with local outreach programs. The stickers are great for packaging, kids' activities and more! Print the downloadable resources at home or a print shop.

Imagery for social media can be downloaded from The Superpowers of Pecans Toolkit page or from the Social Assets Page. You can also share content directly from APC's social channels @AmericanPecan to promote on your personal and business channels.

Questions about how to use the assets?

Email us at industry@americanpecan.com or call 817-916-0020.

NUTRITIOUS CONTENT FROM OUR PECAN PARTNERS



Andie Mitchell

In conjunction with our newest marketing campaign, American Pecans is introducing the latest group of pecan partners, our social media influencers who share nutritious pecan recipe inspiration with their audiences. Three of our current influencer partnerships include Andie Mitchell who you might remember from our Pecan ThanksEverything Pie holiday campaign, as well as Julie Fagan of PB Fingers, and Sonja and Alex Overhiser from A Couple Cooks.



Julie Fagan

Andie Mitchell's Chinese Chicken Salad with Pecan Butter Dressing is the perfect light lunch during a busy work week. Both Julie Fagan and Sonja and Alex Overhiser shared nutritious breakfast options with their audiences. Whole Wheat Maple Pecan Muffins and Mini Egg Frittatas with Pecans will keep consumers satisfied all day long.

AMERICAN PECANS FEATURED IN POPULAR LIFESTYLE MAGAZINE



The power of pecans was on full display on newsstands coast to coast this month. An American Pecans article appeared in the February 17 issue of *OK! Magazine* in partnership with food bloggers, A Couple Cooks. This popular Gen X couple, who focuses on healthful, household-friendly recipes, educated readers on the nutrition and versatility of The Original Supernut.™

As part of American Heart Month, they share easily-prepared meals that highlight the heart-smart* nature of pecans. The healthy lifestyle tips featuring A Couple Cooks were also shared online, and social posts ran on OK!'s Facebook and Instagram channels.

*According to the U.S. Food and Drug Administration, scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pecans, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of pecans (28g) has 18g unsaturated fat and only 2g saturated fat.

GET TO KNOW YOUR COUNCIL REPS

Below are three of your Council members nominated to represent growers and shellers from 15 pecan-growing states across three regions. Reach out to your regional Council representative with any questions, comments, or feedback. To see a complete list, visit AmericanPecan.com/for-industry/industry-representatives.



WESTERN REGION
Louie Salopek (Grower)
Las Cruces, NM



CENTRAL REGION ALTERNATE
Lalo Medina (Grower)
Cedar Creek, TX



EASTERN REGION
Molly Willis (Grower)
Albany, GA

COMPLIANCE AUDITS

If you have been identified as a handler, you may have recently received correspondence regarding an audit for the 2017-2018 crop year or the 2018-2019 crop year. As a Federal Marketing Order, the American Pecan Council has the authority to verify all reports and forms received in the Council office (\$986.79). The APC conducts handler audits on 25 percent of the total identified handlers each crop year.

The purpose of these handler audits is to ensure the accuracy of the data received and then compiled and published in our monthly Pecan Position Industry Reports. These reports enable industry to make more informed decisions based on the market position. The audits are conducted through a third-party company, Moss Adams. If you have any questions regarding the auditing process or the reporting form requirements, please contact the Council office at 817-916-0020.