



ELEVATING ALL MEALS WITH PECANS

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APRIL 21, 2020

Pecan Congress Conference Call

Visit AmericanPecan.com for details

Last month, American Pecans introduced The Superpowers of Pecans marketing campaign, designed to drive pecan purchase by educating consumers through a series of comic strip-styled content featuring pecans as nutrition superheroes.

In support of the campaign, we released a colorful graphic called “Elevate Meals with the Nutrition Superpowers of Pecans” to educate readers on the nutritional value of pecans. The graphic includes data about how consumers try to balance their busy schedules with nutritious eating habits, some of the struggles they face in doing so, and of course, how pecans can help.

The eye-catching visual – which shares the superhero look and feel of the Superpowers campaign – was shared in print and online news outlets across the country.

SUPERPOWERED SURPRISES

American Pecans is reaching out to social-savvy consumers with some super surprises this month! When an individual comments on a social post from American Pecans during The Superpowers of Pecans campaign, they could be offered a Superpowers Package, complete with American Pecans resources and a “cape-ron” – a fun twist on a traditional apron designed for both cooking and to be worn as a cape for play! They will also receive a small bag of fresh pecans, along with encouragement to post on social media about their favorite ways to eat The Original Supernut™.

This kind of engagement not only puts a sample of tasty and fresh pecans in the hands of interested consumers, but drives brand awareness and loyalty in a tangible and exciting way.

Note: This program will resume following the nationwide response to COVID-19.



PLANT-BASED EATING IS ON THE RISE

Quinoa-stuffed Bell Peppers

In the last several years, consumer demand for plant-based foods has continued to rise. According to Forbes, in 2019, 17 percent of the US population considered themselves “plant-forward,” meaning they prefer approximately 70 percent of their meals to contain plant-based, 100 percent clean ingredients.

Plant-based, non-dairy alternatives are changing the choices that consumers make. In fact, a study by the NPD Group found that members of Gen Y are the top consumers of plant-based alternatives, followed by Gen X, showing that our target audience is very interested in trying plant-based foods and recipes.

By highlighting a variety of meatless recipes on AmericanPecan.com, we are elevating pecans as a source of plant-based protein. Visit AmericanPecan.com to check out recipes including Linguine with Cauliflower Pecan Alfredo, Vegetable Stir Fry with Pecans, or Quinoa and Pecan Stuffed Peppers, and take advantage of pecan’s plant power as this trend continues to gain momentum.

NEWSLETTER UPDATE

Moving forward, our APC mailed updates will be sent quarterly. Digital newsletters will continue monthly, available via email as well as for PDF download at AmericanPecan.com. To receive the digital newsletter by email, register in the For Industry section of AmericanPecan.com.

If you or someone you know cannot access the monthly digital newsletters, contact us at (817) 816-0020 for a mailed copy of the monthly PDF newsletter.

MEMBER ELECTIONS

Nomination forms for the upcoming election were mailed out March 1. Please note that all nomination forms must be received at the Council office or postmarked by March 31 in order to be valid. The election ballots will be mailed to Industry on April 15. The deadline for the election ballots is May 15. The nomination and election procedures follow the processes outlined in FMO 986.40. If any individual, partnership, corporation, association, or any other business unit has not received a nomination form, please notify the Council office at (817) 916-0020. Please direct all questions regarding the nomination or election process to the Council office or email Jeff Smutny at jsmutny@americanpecan.com.

Nomination Period – March 1-31, 2020

Election Period – April 15 - May 15, 2020



Last month, Chef Abbie Gellman, MS, RDN, CDN and Chef Julie Harrington, RDN featured American Pecans™ in innovative, sweet-and-savory recipes at their first Culinary Nutrition Workshop in NYC. Throughout the workshop, health professionals in attendance had the opportunity to put their learnings into culinary practice by making nutritious, pecan-packed veggie burgers and chocolate-dipped pecans for a perfectly sweet finish to the day.

The next workshop will take place early this summer, with future hands-on workshops featuring American Pecans and their endless culinary possibilities taking place through November. These dates are subject to change, as we continue to monitor and make adjustments for COVID-19 concerns.

PECAN CONGRESS WORKSHOPS

Due to the national concerns regarding COVID-19, the third American Pecan Congress event on April 21, 2020 has been postponed. We hope the event will be rescheduled to August 18, 2020, but more details will follow at a later date. The American Pecan Council meeting on April 22, 2020 will now be hosted via conference call, and no longer in person at the DFW Hyatt. Details for the call-in meeting will be shared within the coming weeks. We appreciate your understanding and apologize for any inconvenience. If you have any questions, please reach out to the office at industry@americanpecan.com or call (817) 916-0020.