

SUPER-FY

ENCOURAGES FAMILIES TO GET CREATIVE IN THE KITCHEN

During the recent weeks of experiencing a “new normal,” have you spent more time cooking and baking? If so, you’re not alone, and American Pecans is here to help. We are inspiring consumers to take any meal or snack from standby to super standout simply by adding pecans. The Super-fy campaign demonstrates pecans as a useful kitchen staple to make dishes more delicious and nutritious as families cook and eat more meals at home.

We are reaching out to local and national media to share pecan recipes and nutrition information to inspire consumers as they look for new recipes to try during the duration of their stay-at-home orders. The campaign also includes posts to our American Pecans social media platforms to share inspiration our target audience is currently seeking – like baked goods, recipes with simple instructions so kids can help and learn in the kitchen, and ones using readily available kitchen staples.

RETHINKING FAMILY-FAVORITE MEALS



Earlier this month we released an article called “Family-friendly ways to rethink favorite recipes” to showcase the versatility of pecans, which add nutrition, flavor, and texture to any recipe.

The content is based on research that shows moms want quick but nutritious weeknight meals as they look towards more creative and resourceful ways to cook at home. This is especially relevant in this season of increased at-home dining and busier-than-ever schedules with the demands of first-time homeschooling.

The article encourages consumers to try a few of our popular recipes, including Pecan Chicken Meatballs, Chinese Chicken Salad with Pecans, and Pecan Banana Bread. You can find these recipes on AmericanPecan.com. The article also reminds home cooks to store pecans in the refrigerator or freezer to keep them fresher longer.

In addition to running in news outlets such as *The Oklahoman*, *St. Louis Post-Dispatch*, *Arizona Daily Star* and *Forth Worth Business Press*, the article is being widely shared across social media platforms.



THE BENEFITS OF PAID SOCIAL MEDIA

American Pecans utilizes many marketing tools to engage with consumers, including paid social media – the display of sponsored content to users based on their demographic and interests. Benefits to paid social include targeted brand promotion, better access to mobile users, and real-time insights into campaign effectiveness. It allows American Pecans to target consumers where they already are online.

You likely know our primary target audience is Gen X/Y moms, as they represent the best opportunity to purchase pecans. You might not know that we further segment that audience into four personas – Weight Managers, First Rate Foodies, Techy Trackers, and Veggie-Minded – and use refined attributes and keywords to reach each group with targeted ads.

For example, a Gen X/Y mom who is interested in exercise and healthy-living technology, such as using a Fitbit, is identified as a Techy Tracker. She would be served an ad that talks about pecans to fuel you through a busy, active day. Conversely, a Veggie-Minded mom would be shown an ad that highlights the plant-based protein in pecans. This type of targeted outreach allows us to get a better bang for your industry marketing buck.



INTRODUCING THE PECAN POWERHOUSES NETWORK

We are excited to announce the launch of the Pecan Powerhouses Network, our new membership program focused on engaging with credentialed health and wellness professionals across the country to cultivate pecan fans. The Network launched on March 26, along with the distribution of the Network's inaugural e-newsletter.

Created to excite and educate the health professional community about the power of pecans as a key part of nourished and balanced lifestyles, the Network provides members with digital and in-person engagement opportunities, including quarterly newsletters with pecan recipes, research features, contest announcements, leadership highlights, and exclusive events.

We've developed a "For Health Professionals" tab on the APC website that hosts information on the Pecan Powerhouses Network, the application to join, and helpful resources.

If you are interested in receiving future Pecan Powerhouses newsletters and Network updates, please email industry@americanpecan.com.

APRIL 2020 COUNCIL MEETING RECAP

Due to ongoing national concerns regarding the Coronavirus, the American Pecan Council met virtually on April 22 via conference call for its spring Council Meeting. Thank you to everyone who participated on the call for your cooperation in making the meeting run smoothly.

Topics of discussion included updates from the Committee Chairs on progress made in the areas of governance, international marketing, industry relations, domestic marketing, grades, standards, and research. It was exciting to see the strides industry has made to date, and we look forward to what's coming down the line. For those unable to join, meeting minutes will be published under the "For Industry" tab on AmericanPecan.com once approved by the Council.

The Council is set to meet again at the Hyatt Regency DFW International Airport on August 18, 2020. More details to come.