



PECANS: THE **NO** COMPROMISE SNACK

WHAT ARE YOU CRAVING?



Something to satisfy my sweet tooth!



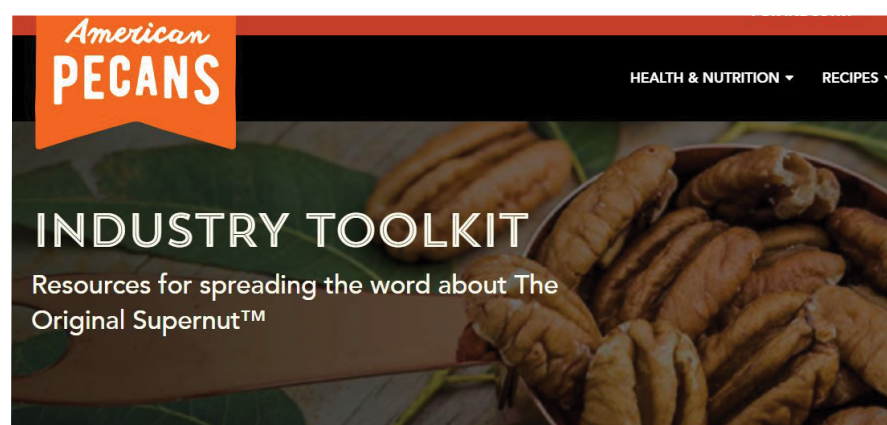
Something savory (and flavor-y)!

Did you know that nine out of every 10 consumers snack multiple times each day? And three quarters of consumers snack on nuts?

Promoting pecans as snacks has been part of our marketing program from the beginning, but we are excited to lean into this growing trend and expand our target audience to reach health-conscious snackers.

While other nuts have traditionally been associated with snacking, the great taste and nutritional benefits of pecans make them the no-compromise snack.

We're showcasing pecans as the total package for those looking to meet nutrition goals, without sacrificing flavor. Stay tuned for more details on how we plan to reach and inspire healthy snackers.



DELICIOUS SNACKTIME INSPIRATION

More than ever, parents need fun at-home activities to keep kids entertained, as well as easy-to-make snack options to fuel their family – and we'd like to help you serve up inspiration.

Get your customers and social followers excited to super-fly snack time with nutritious and delicious pecan recipes, such as Chocolate Cherry Pecan Snack Mix, Pecan Granola Bars, and more on AmericanPecan.com.

You can download these recipe images from the Industry Toolkit. Save the images onto your own computer, and use however you wish – consider posting on social media pages or printing and including in product orders.



Registered Dietitian Mia Syn (above) shared our Chocolate & Pecan Dipped Banana Pop recipe (right) on social media.



FAMILY-FRIENDLY SNACKING

With more families staying at home, overall viewership of local news has increased – leading to higher impressions and engagement with our on-air Pecan Partners.

In a recent segment with CBS 11 in Savannah, Georgia, Registered Dietitian Mia Syn highlighted

the nutrition benefits of pecans and showcased three easy “snacktivities” that are great for getting kids in the kitchen.

The segment featured a variety of kid-friendly snacking favorites, and was amplified to her 135K followers on Facebook and Instagram.



CALLING ALL BREAKFAST LOVERS

We continue to see changes in consumer behaviors driven by COVID-19. One of the advantages of having a marketing program rooted in digital media is our ability to monitor trends and adjust our content in real time to maximize value and impact.

For example, recent Pinterest reports indicated increased searches for homemade breakfasts, while Google Trends continued to show an uptick in searches for cooking and baking.

Breakfast terms are not new to our paid search advertising program, but we shifted some investment to leverage these trends and capture the interest of online recipe seekers.

Thanks to search terms such as “breakfast recipes” and “easy breakfast,” **more than 800 users** clicked on our ads for Baked French Toast with Pecan Crumble in **less than two weeks**. As consumer behaviors change, we'll continue to evolve our program accordingly.



THANK YOU TO OUR SUMMER INTERN

We had a new face helping out around the APC this summer. Alexis Ard is a senior at the University of North Carolina at Chapel Hill, majoring in advertising. Her skillsets in social media advertising and website and graphic design, along with previous experience with the North Carolina Pecan Association, made her a valuable team member. We appreciate all of her contributions this summer.

Included are highlights from our July email newsletters. For the timeliest updates, head to AmericanPecan.com and enter your email under the Industry Registration tab. For assistance, please call our office at 817.232.0085.