



American
PECANS
THE ORIGINAL SUPERNUT

IN A NUTSHELL

Live Naturally

SUPERHEROES



PECANS

"Traditionally thought of as a dessert nut, pecans are actually a nutritious addition to healthy eating lifestyles," contends the American Pecan Council. And they've got the numbers to back it up. Pecans are the tree nut highest in manganese, a nutrient essential for metabolism and bone health, and carb-watchers will be glad to hear that pecans are neck-and-neck with walnuts for the lowest number of carbohydrates—about 1 percent of your DV for carbs per serving. They also provide the most monounsaturated fats, which are the kind your heart likes best.

Each 1-ounce serving of pecans provides 63 percent of your DV for manganese, 11.4 grams of monounsaturated fats, 11 percent of your daily fiber needs and 12 percent of your daily intake needs for thiamine, a B vitamin that benefits your nervous system.

NUTRIENT
POWER
PUNCH

As we seek to drive demand for pecans nationwide, there is no closer point-of-purchase occasion than the grocery store! We partnered with *Live Naturally*, Kroger's in-store magazine, for a recipe feature in their Summer/Fall 2020 issue.

With an emphasis on healthy routines and easy recipes, we shared our **Honey Ginger Pecan Snack Mix** and **Chocolate and Pecan Dipped Banana Pops** recipes to 535 different stores.

To add to the celebration, The Original Supernut™ was included as part of a "superheroes" round up with other snack nuts, showcasing some of our unique nutritious qualities and educating readers on pecans as a smart choice.

The magazine is available in-store, as well as in the pick-up orders of take-home shoppers. If you snag a copy, let us know!

CALLING ALL HEALTHY SNACKERS!



This fall, we are expanding our target audience beyond just Gen X/Y moms to reach healthy snackers. We're planning a variety of exciting activations for the holidays (and into the new year) to show that because of their great taste and nutrition, pecans are the no-compromise nut.

We'll start the fiscal year with a creative spin on the **age-old pronunciation debate** — engaging consumers nationwide to hear how they pronounce pecan.

From health and wellness podcast partnerships to a unique Valentine's Day promotion — we are excited to introduce a broader audience to pecans, the "total snackage."

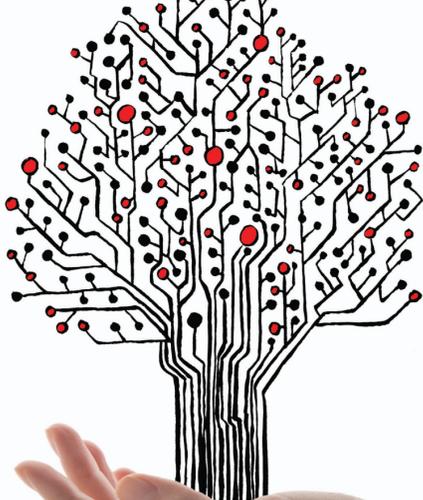
Stay tuned for more updates on upcoming campaigns, and see how you can get involved by checking the newsletter and our social media channels!

LAUNCH OF THE ELECTRONIC REPORTING PLATFORM

In order to streamline and simplify the reporting process, we launched an electronic platform for handlers who submit monthly reporting forms online.

APC will host webinars and post screencast videos as an introduction to the digital platform. A portal quick start was included in the 2020–2021 handler packets as a reference.

All webinar details will be published on the Industry Events page of AmericanPecan.com. We encourage you to tune in to view and participate in any of the programs. If you have questions regarding the portal, please feel free to contact the Council office at (817) 916-0200.



GETTING PECAN RECIPES INTO THE HANDS OF NUTRITIONISTS

A survey, conducted by the APC earlier this year, found that 91% of registered dietitians (RDs) would include pecans in their recommendations if they had recipes for including pecans in salads or side dishes — so we're here to deliver!

Throughout August, September and October, we are partnering with *Today's Dietitian*, a leading trade publication and media network, to distribute American Pecans email e-blasts to

nearly **84,000 RDs and nutrition professionals all across the country.**

This series of e-blasts highlights the many ways pecans can be incorporated into nutritious, convenient and portion-controlled meals year-round — whether it be tasty bowl recipes in August, creative pecan breakfast ideas in September or wholesome holiday cooking through the end of the year.

QA QUALITY ASSURANCE PROGRAM

Consumers are increasingly concerned with how, where, and what practices are used to produce their food. As such, Industry has moved forward with the creation of a voluntary quality assurance program.

An industry-driven sustainability program will help address buyer and consumer interest as well as help us progress towards our priorities — as outlined in the APC strategic plan — "to increase

demand for American pecans and provide industry with a path to sustainably grow profitability across the value chain."

Phase one involved the materiality assessment process, which is the fundamental method for determining the priority areas of measurement during standards development. The second phase involved the initial draft of the standard and governance documents. Both phases of the program were completed during the 2019–2020 fiscal year.

If you would like to learn more, please check out the "Consumers Make Their Opinions Known on Where to Get Their Food" article featured in the September issue of *Pecan South* and the October issue of *The Pecan Grower*.

INCLUDED ARE HIGHLIGHTS FROM OUR AUGUST 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.