



**American
PECANS**
THE ORIGINAL SUPERNUT

IN A NUTSHELL

PECANS SHINE

ON THE VIRTUAL STAGE FOR NUTRITION PROFESSIONALS

Throughout June and July, the American Pecan Council joined forces with culinary nutrition experts Chef Abbie Gellman, MS, RDN, CDN and Chef Julie Harrington, RDN, for a four-part virtual culinary nutrition workshop series. This series brought together over 120 nutrition professionals from around the country, gathering to watch Abbie and Julie incorporate American Pecans™ into practical, nutritious recipe ideas that the nutrition pros could then share with their clientele.

96% of attendees felt that American Pecans strongly aligned with the nutrition topics and culinary concepts covered. Here is just a snapshot of the great feedback from the nutrition professionals in attendance:

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"[Abbie and Julie] did a great job of peppering in culinary tips and ideas for customizing recipes for different clientele."

"I really appreciate the integration with nutrition information and application with cooking skills."

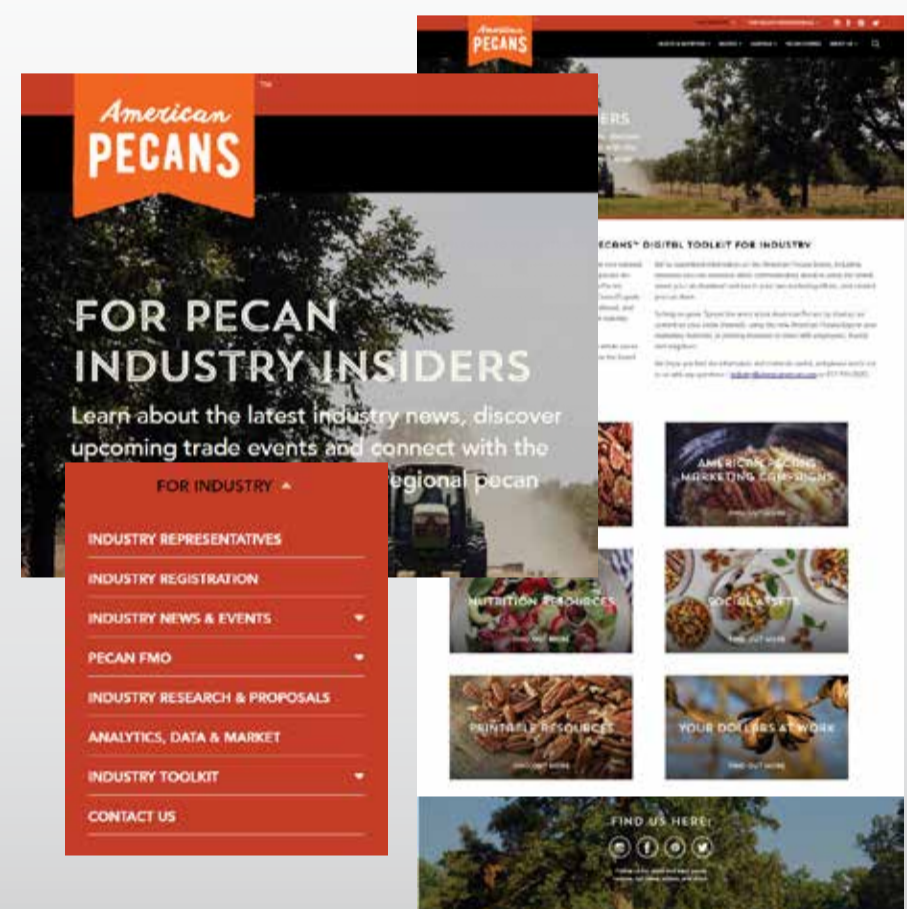
"All sessions [were] geared towards issues many people face daily, so these skills and tools [Abbie and Julie] teach are essential."

99



This fall, Abbie and Julie kicked off their latest round of culinary workshops, providing even more participants with nutrition education and new culinary techniques highlighting pecans' power in helping individuals meet personal health goals.

USE AMERICAN PECANS MARKETING TO POWER YOUR BUSINESS



In addition to promoting American Pecans coast to coast, we create a wide range of marketing materials you can use to promote your products to consumers – from graphics, photos and video for use on your social media channels and websites, to packaging enhancements, promotional printouts and more.

To access these resources, log into the Industry Toolkit at americanpecan.com/industry-toolkit (password: pecans18). Beyond a wide range of marketing resources, the toolkit houses monthly marketing updates, showing your industry dollars at work.

We exist in service to you! If you have questions about accessing or using these resources, we are always here to help.

Email industry@americanpecan.com, or call our office at 817-916-0020.

CONSUMER CONNECTIONS:

PROMOTING THE ORIGINAL SUPERNUT

Check out some recent highlights of our American Pecans marketing efforts.

Not only did our AmericanPecan.com site views increase throughout the summer but **two out of every three visitors to the site viewed at least one recipe**, indicating interest in cooking with — and purchasing — pecans.



**Live Naturally
PECANS**

"Traditionally thought of as a desert 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, 18 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!

Yes, you peCAN!
Make your snacking super this season.

Honey Ginger Pecan Snack Mix

Chocolate and Pecan Dipped Banana Pops

Plant-Based Twists to Classic Summer Dishes

Posted: Monday, June 1, 2020 7:44 am (NewsUSA) - With people more focused on wellness and nutrition these days, interest in a plant-based diet is hotter than ever. One easy way to get in on the trend: Pair summer produce with simple ingredients like pecans for a dish the whole family will enjoy.

Pecans are a versatile ingredient and are naturally sweet with a rich and crunchy texture. As each one-ounce serving of the nuts offers three grams of fiber and protein, essential vitamins, minerals and heart-healthy benefits, pecans also happen to be one of the tastiest ways to elevate the nutrition of any recipe.

In fact, 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 - including pecans - as part of a diet low in saturated fat

BOSTON Herald

ST. LOUIS POST-DISPATCH

Austin American-Statesman

THE DAILY CALIFORNIAN

Inspiring year-round pecan usage starts with showcasing easy options for summer. Our article, "Plant-Based Twists to Classic Summer Dishes," shared pecans as a plant-based protein addition to pasta and pesto. The article ran in print and online **more than 2,500 times**.

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FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.