



## RECORD TURNOUT FOR THE SUPER SAFE PECAN DEBATE



Tapping into the timely election and the often-debated pronunciation of our beloved nut, The Super Safe Pecan Debate was our most successful marketing campaign to date. **More than 360,000 votes were cast** for either PEA-can or puh-CON across Facebook, Instagram, Twitter and our website.

The debate provided Americans with a topic they can enthusiastically discuss without risking an invite to future family gatherings, while also keeping pecans top of mind during the holiday season.

Social conversation reached record heights as consumers passionately engaged with one another and our brand about their chosen pronunciation, with **more than 1.7 million likes, comments, shares and votes** in response to our posts.

**More than 42,000 people** visited PecanDebate.com where they also found delicious holiday snacking recipes.



More than  
**360K**  
votes were cast



More than  
**1.7M**  
likes, comments,  
shares & votes



More than  
**42K**  
people visited



## PECANS CAPTURE NATIONAL MEDIA ATTENTION

Presidential election coverage flooded the news circuit for weeks leading up to the debate, but American Pecans broke through the political chatter with a lighthearted, lower-stakes poll and incredible results!

The Super Safe Pecan Debate was featured **nationally** on **The Today Show** – a discussion inspired by a story on **Today.com** – where hosts debated puh-CON vs. PEA-can pronunciations in two different segments, mentioning the American Pecan Council twice. **FoxNews.com** posted a story declaring “Thanksgiving pie debate on ‘pecan’ pronunciation resolved: ‘PEA-can vs. ‘Puh-CON’ debate settled in nutty American Pecan Council poll.”

Major consumer outlets including **Southern Living**, **Food & Wine**, **Real Simple** and **The Pioneer Woman** encouraged their audience to debate, vote and muse on the results.

Agriculture media also latched onto the excitement, interviewing Executive Director Alex Ott live on **RFD-TV** and touting the debate on **AgDay TV** across 10 states nationwide. **Pecan South** and **The Pecan Grower** encouraged followers to join the debate.

Media attention surrounding the debate **surpassed all previous campaign results**, raising consumer awareness of American Pecans this holiday season.

**RFD-TV**



Thanksgiving pie debate on 'pecan' pronunciation resolved

**my recipes**

**Southern Living**

Is Pecan Pronounced PEA-can or puh-CON? 347,301 Americans and Counting Have Voted So Far

**brobible**

**THRILLIST**

Here's How Most Americans Are Actually Pronouncing Pecan

**AGDAY**

**mashed**

The great pecan debate is being solved once and for all

**TODAY**

Are you saying 'pecan' correctly?  
66% of Americans polled say it this way

**THE TAKEOUT**

**FOOD&WINE**

This Is How Most Americans Pronounce 'Pecan,' According to Survey

**culturemap**  
DALLAS

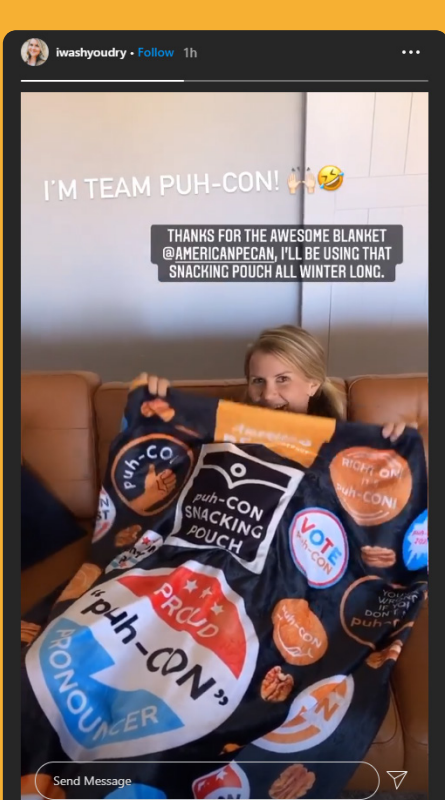
**REALSIMPLE**

Have You Been Pronouncing 'Pecan' Wrong? Here's What Pecan Farmers Have to Say

**3RD HOUR**  
**TODAY**

## INFLUENCERS RAISED THE STAKES ON SOCIAL MEDIA

To encourage voting and conversation alike, American Pecans sent snuggle-worthy Super Safety Blankets to influencers, who not only shared videos and pictures unboxing their blankets, but also posted voting polls of their own. Comments sections exploded with followers weighing in, and **almost 16,000 people** registered to win one of the limited-edition blankets!



## MORE RESULTS TO COME!

For more on The Super Safe Pecan Debate, make sure to check our next edition of the Monthly Marketing Highlights, distributed via email in mid-December and shared on American Pecan's Industry Toolkit under "Your Dollars at Work" (password: pecans18).