



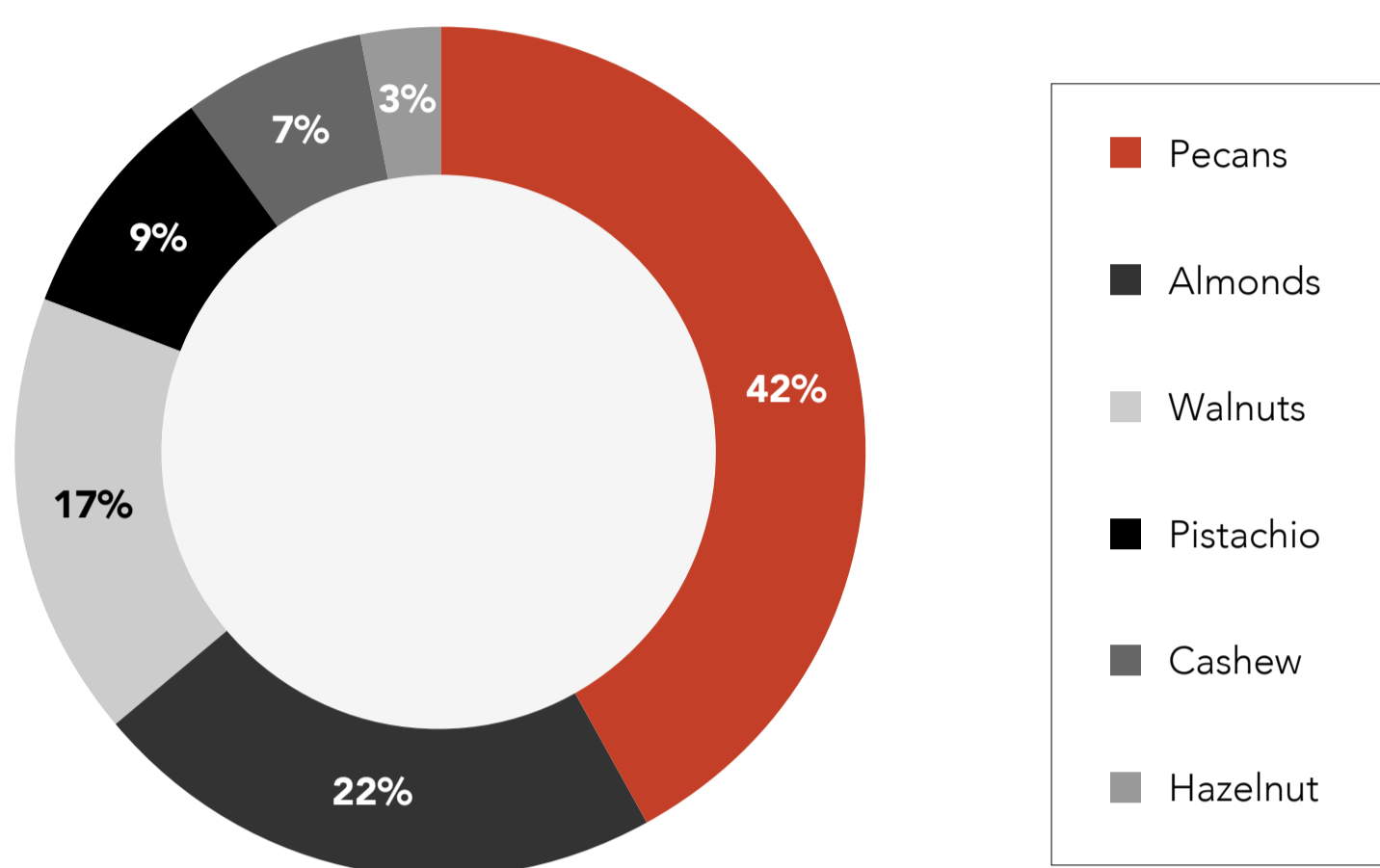
IN A NUTSHELL

WE KNOW THAT MANY ARE STILL RECOVERING FROM RECENT SEVERE WEATHER. OUR HEARTS GO OUT TO ALL OF THOSE IMPACTED BY WINTER STORM URI.

PECANS MAKE HEADLINES

Pecans outshone every other nut during the first quarter of our fiscal year (October to December). We captured 42 percent of headlines and feature stories, compared to competing nuts. That's nearly double that of Almonds (22%) and almost 2.5 times that of Walnuts (17%).*

Share of Voice Comparison | Feature & Headline Mentions | Oct - Dec 2020



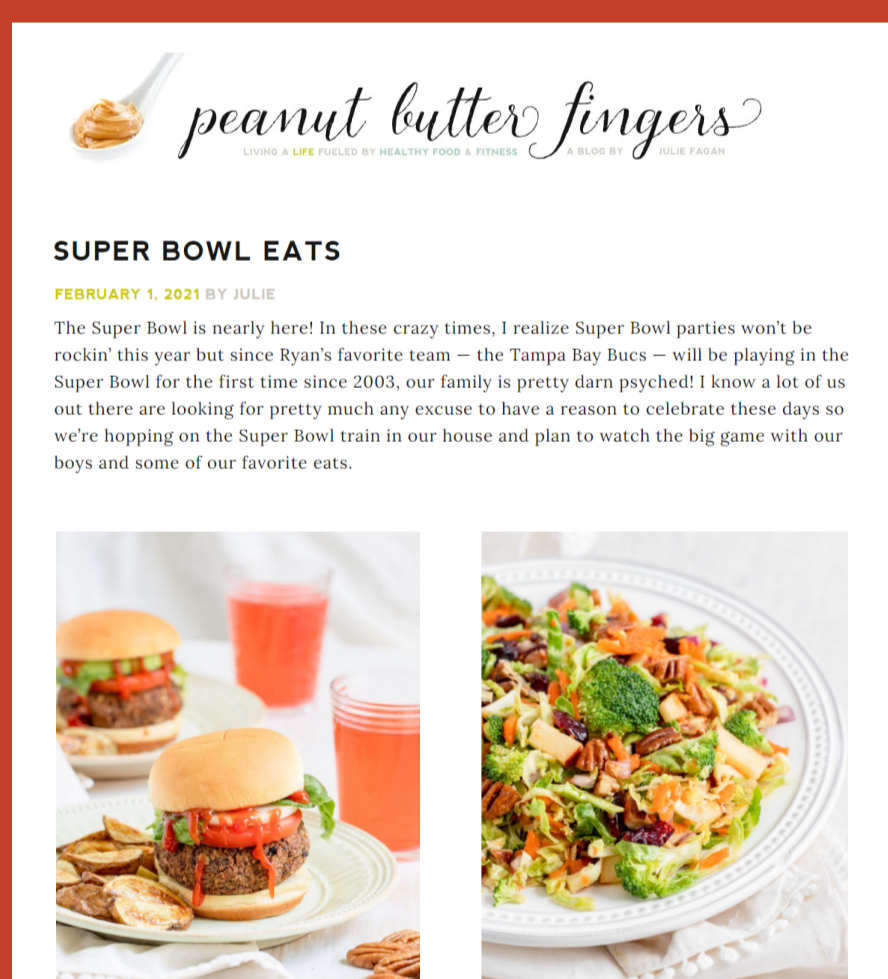
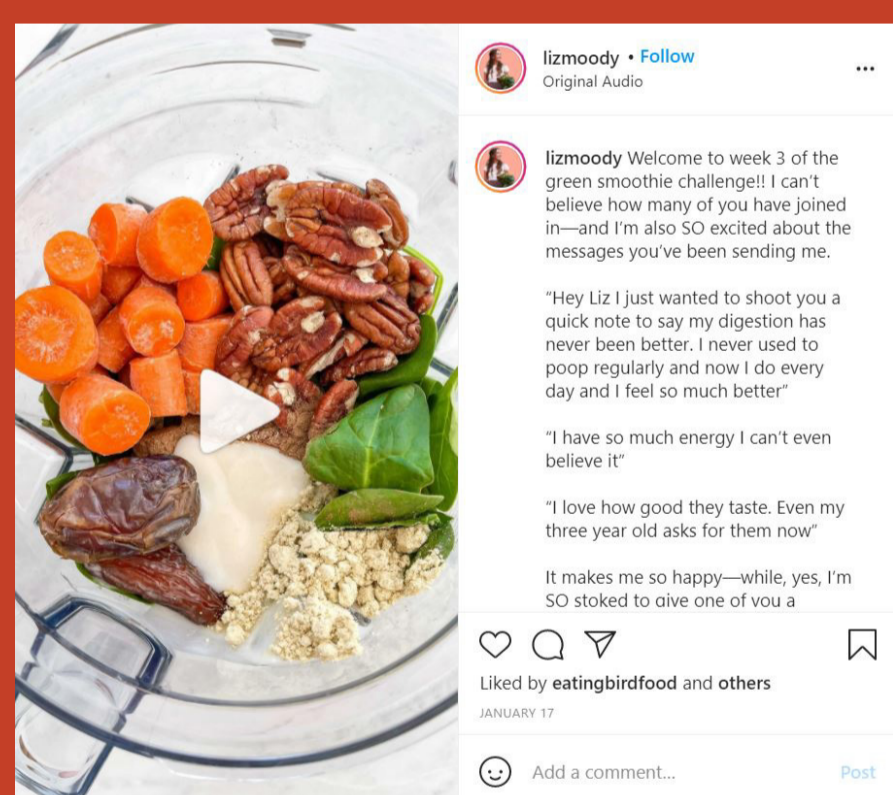
*Trendkite earned media data, 10/1/2020-12/31/2020

INFLUENCER PARTNERS CONTINUE TO SHINE

Strong influencer partnerships create allies within the online wellness, cooking, and healthy living communities – areas with ample opportunity to increase pecan demand.

Many of our pecan partners continue to post top-notch pecan recipes beyond their contracts, further increasing partnership investments. Top-performing influencers Liz Moody and Julie Fagan recently shared recipes featuring The Original Supernut™ totaling nearly **100,000 impressions with their loyal audiences.**

Current partner Liz Moody posted an Instagram Reels video with instructions for making a nutritious green smoothie with pecans, introducing her audience to pecans in an often almond-dominated space. Two of past partner Julie Fagan's recipes, which showcase pecans as a plant-protein option, were included in her Super Bowl recipe roundup on her blog.



Above are examples of how our partners are reaching consumers with pecan inspiration.

UPDATE ON NUTRITION RESEARCH PROJECT

Three nutrition research projects – led by Dr. Jamie Cooper at University of Georgia, Dr. John Peters at University of Colorado, and Dr. Penny Kris-Etherton at Penn State University – received board approval. Those studies include:

- How pecan consumption can improve vascular function and reduce chronic disease risk in aging adults
- Specific beneficial effects of pecan consumption on appetite, blood markers, and energy balance
- Cardio metabolic effects of including pecans as a snack in a healthy dietary pattern

Unfortunately, these projects have been delayed due to the prioritization of labs and resources toward COVID-19 studies. The researchers are extremely eager to dive back in once these studies are allowed to resume.



FOR THE TIMELIEST UPDATES, HEAD TO AMERICANPECAN.COM AND ENTER YOUR EMAIL UNDER THE INDUSTRY REGISTRATION TAB.

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