

HEALTHY SNACKERS GET EXCITED ABOUT AMERICAN PECANS

AMERICAN PECANS IS GROWING ITS HEALTHY-SNACKING TARGET AUDIENCE, LETTING CONSUMERS KNOW THEY CAN ENJOY GREAT TASTE AND NUTRITION WITH THE ORIGINAL SUPERNUT. WHILE PREVIOUSLY KNOWN AS A DELICIOUS BUT DECADENT NUT, PECANS ARE MAKING NUTRITIOUS STRIDES IN NEWS AND SOCIAL MEDIA. OUR NUTRITIONAL PROFILE IS NOT ONLY CAPTURING ATTENTION STATESIDE, BUT OUR NEW PECAN PARTNERS ARE TELLING AMERICAN PECANS' NO-COMPROMISE HEALTH AND TASTE STORY IN CHINA.

NUTRITION INTEREST CONTINUES TO CLIMB

Educating consumers on pecans' nutritional profile is a top priority, as informed by our strategic planning with Boston Consulting Group. We deploy this priority in many areas, from social advertisements and influencer content to media storytelling and our work to engage registered dietitians.

We're pleased to report we continue to shift perceptions and conversations about pecans as a nutritious nut. Visits to the nutrition section of AmericanPecan.com **are up 81% since the start of our fiscal year, compared to the same time last year.**

We are seeing the same momentum with news media. For the same time period, we have increased our news media share of voice, as well as coverage in stories focused on nutrition.

Want to further the conversation with your friends and customers? Nutritional resources are always available for download within the Industry Toolkit. Consider including in customer orders, handing them out at farmers markets or events, or using them digitally on your website.

PECANS SHARE OF VOICE

COMPARED
TO COMPETING
TREE NUTS:

YOY INCREASES

ALL NEWS
STORIES

21% ▶ 24%

NUTRITION
MEDIA
COVERAGE

11% ▶ 15%

PECANS SPARK INTEREST WITH HEALTHY-SNACKING MEN



As we target healthy snackers this year, we have expanded our audience to reach a broader base of potential pecan lovers. In fact, men are regularly engaging with our American Pecans content. Most recently, 30% of our social media impressions on Facebook and Instagram are men. We are excited to continue building momentum with this promising consumer segment.



PECAN PARTNERS DRIVE PURCHASE INTENT

Social media star power isn't just stirring up pecan inspiration for consumers. We are leveraging the dedicated and engaged followers of our Pecan Partners to drive purchase. The loyal audiences of our Pecan Partners continue to indicate purchase intent for the products and recipe ingredients they showcase, promote and support.

One of the ways we measure influencer success is their ability to entice their audience to save their Instagram post for future reference and/or "swipe up" on their Instagram Story. When a consumer "swipes up" on a Story, they are taken directly to the influencer's pecan recipe.

Pecan Partners Liz Moody and Shakira Patterson created compelling content that their audiences enjoyed. Not only did 97% of consumers who watched Liz and Shakira's Instagram Stories watch them to completion, but consumers swiped up for pecan recipes more than 1,000 times.

In the months ahead, keep an eye out for new Pecan Partner content, focused on healthy snacking.

KEY OPINION LEADERS IN CHINA PROMOTE AMERICAN PECANS

To engage with consumers in priority markets across China, we partnered with several social media influencers — known more commonly as Key Opinion Leaders (KOLs) in the region. Our first round of Pecan Partnerships in the region included four influencers who reached their loyal audiences on WeChat, Weibo, Little Red Book and Bilibili. They have **nearly 4 million combined followers** on these platforms.

