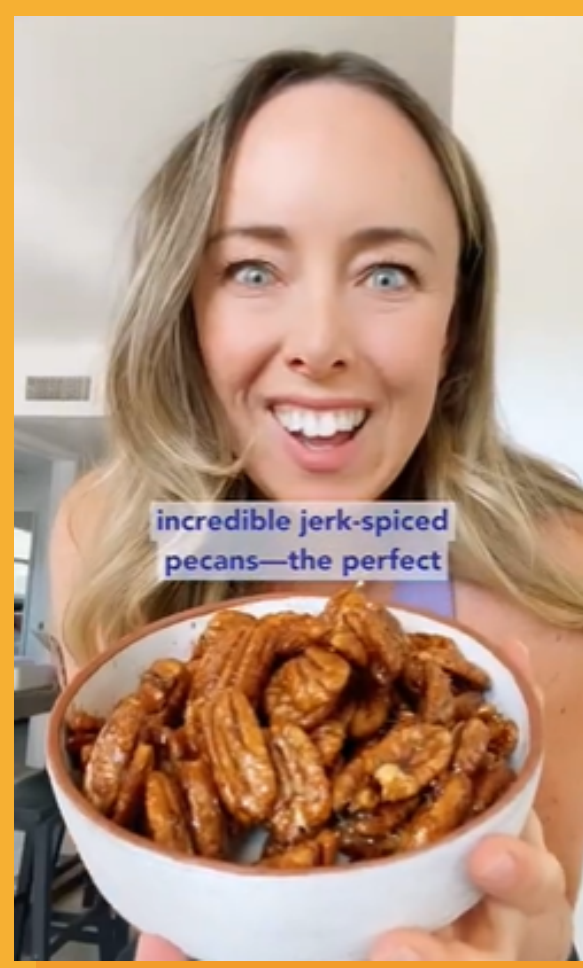




## PARTNERS ACROSS THE GLOBE DRIVE RESULTS

Strong influencer partnerships boost brand awareness and help us connect with loyal audiences who are primed to purchase recommended products. American Pecans is using these partnerships to great effect, both domestically and overseas.

In the U.S., Pecan Partner Liz Moody shared a recipe for Jerk-Spiced Pecans – the perfect snack for those in need of recipe rejuvenation. This fresh take on a classic snack proved its popularity with **128 thousand consumer views & touchpoints** and **more than double the popular blogger's average engagement**.



In China, Pecan Partner Guren is working to unite cultures through food, and this month, she demonstrated how to create traditional Chinese dishes using American Pecans. The idea of old-meets-new is a hot trend in the region. The collaboration **led to nearly one million views**, with her video making it to the **Top 100 Videos of the Week** on Weibo (Chinese equivalent of Twitter with more than 520 million active users).



## PECAN-CRUSTED SALMON TOPS THE CHARTS

For the **fifth consecutive month**, Pecan-Crusted Salmon is the **most-viewed recipe** on the American Pecans website.

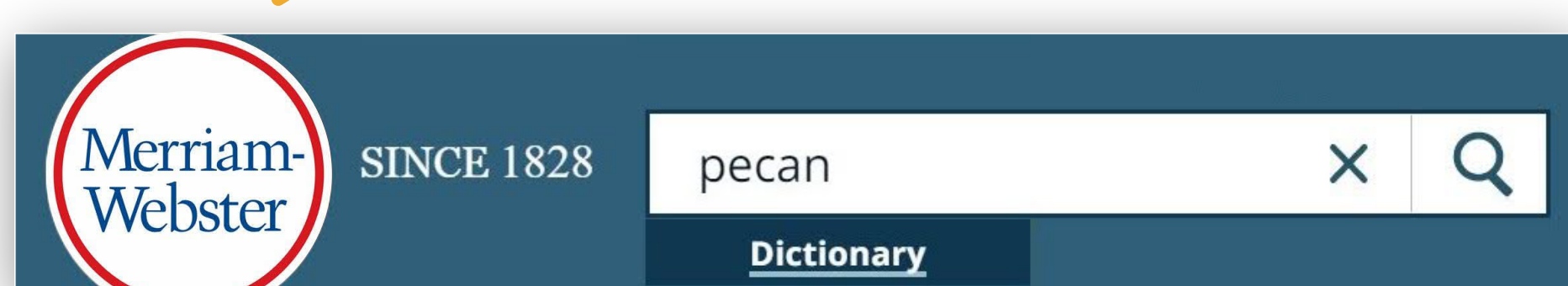
By continually optimizing our search engine advertising, more consumers are redirecting to access the full recipe, an indicator of purchase intent. In fact, this American Pecans recipe had **2X the average click-through-rate (CTR)** for online ads.



**DOUBLE  
THE AVERAGE**  
CLICK-THROUGH-RATE  
FOR ONLINE ADS

**FUN  
FACT**

Interest in pecans remains high, including digital searches. On Merriam-Webster.com, 'pecan' is in the **top 5% of most-frequently searched words**, making it more sought out than any other nut.



## PECANS GROW A FAN BASE ON FACEBOOK

Support for pecans is surging on social media. In the last year, the American Pecans Facebook page gained **more than double** the amount of new followers as those gained in the year prior. Be sure to follow and like American Pecans on Facebook, and tag your pecan content!



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.