

# The Role of Grower Dollars

# 2014 Sothern Peanut Growers Conference



## National Peanut Board

- America's more than 7,000 peanut farming families.
- Peanut farmers serve on our board and guide the program – from setting budget to overseeing all program activities.
- We increase demand for peanuts through marketing, advertising and public relations.
- We fund production research – more than \$20 million since 2000 – to help make growing peanuts more profitable.





## Southern Peanut Growers

- Representing peanut farmers in Georgia, Alabama, Florida and Mississippi.
- Established in 1980, SPG promotes peanuts and peanut butter to consumers at home and in foodservice as well as media and health influencers.
- Board made up of 11 farmers from the four states.



## Georgia Peanut Commission

- Representing Georgia's 3,500 peanut farmers to conduct promotion, research and education initiatives.
- Best known in the State House for its little red bags of Georgia peanuts.
- Board made up of five elected farmers.
- Peanuts are a \$2 billion industry in Georgia.



## Alabama Peanut Producers

- Turning Resources into Results since 1958
- Committed to representing the interests of growers through promotions, research and educational programs.
- The Association is voluntarily funded by peanut growers and its program is directed by a board of 15 growers.



## Florida Peanut Producers

- Representing Florida's 1,500 peanut farmers.
- Responsible for promotion of peanuts, production research and educational programs.
- The Association has a board of 9 farmers.





## Mississippi Peanut Growers

- The Mississippi Peanut Growers Association is organized and operated to enhance the production, marketing, distribution, and utilization of peanuts.
- The Association is managed by a board of 7 farmers.





## The Peanut Institute

- Formed by the American Peanut Shellers Association nearly 20 years ago.
- Supports nutrition research and develops educational programs to encourage healthy lifestyles which include peanuts and peanut butter.



## A New Brand Platform for the Entire Industry



# Advertising



National Peanut Board New National Advertising Campaign Launched Spring 2014.



National Peanut Board New National Advertising Campaign Launched Spring 2014.

# NYC Transit Ads debuted in April, 2014 with more than 300 million impressions.





#### *Peanuts.* Not just good. powerful good.



Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, including peanuts, as part of a diet low in saturated fat & cholesterol may reduce the risk of heart disease.





## **GPC** – Radio Commercials

# **Consumer Promotions**



## APPA and the Planters Nut Mobile





APPA – Dream Big at National Peanut Festival



FPPA at Disney's Epcot International Flower & Garden Festival



## FPPA at Florida State Fair



## FPPA – Field Tours



## GPC – Ragan Race Car





## GPC – Sunbelt Expo







## Southern Women's Show – Savannah, Ga.





## SWS – Jacksonville, Fla. And Birmingham, Ala.

Wednesday, 2014

### Food



#### THE BEST HOMETOWN Peanut Butter Recipes IN AMERICA

#### Regional dishes featuring

delicious

peanut

butter

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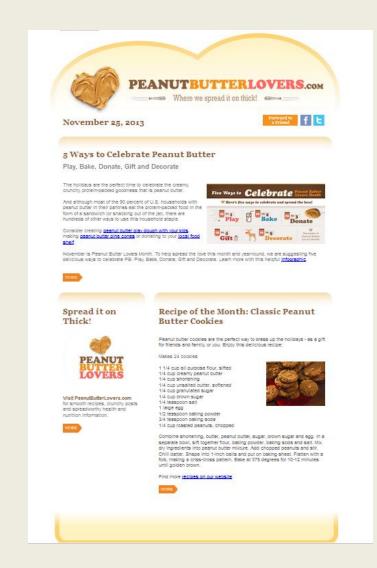
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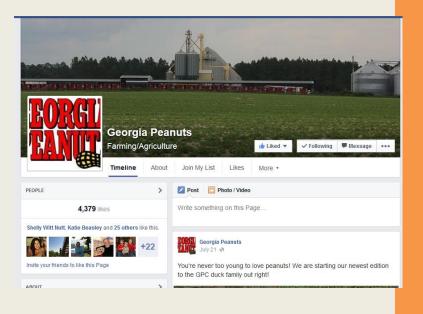


SPG – Let's Get Social!

## Let's Get Social!







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PEANUT PRICES

 Runners:
 \$424.74/ton

 Spanish:
 \$404.93/ton

 Valencia:
 \$428.38/ton

 Virginia:
 \$428.38/ton



## **NPB - Rise and Shine with Peanut Butter**

We generated Facebook buzz and reminded followers that chocolate peanut butter offers more nutritional value than the top hazeInut spread.



Just received my chocolate peanut butter prize pack! Thank you for the best friend a girl could get, with matching accessories! Tastes like heaven... (2)





What's the first ingredient listed on that other chocolate spread? Dark chocolate peanut butter is all about peanuts! Tell us how you would enjoy this delicious combo for a chance to win a free jar of chocolate peanut butter and a prize pack. All comments posted

Peanut Butter Fanatic

February 5 🙆

before 11:59 p.m. PST are eligible.

Like · Comment · Share

🖒 22 💭 24 🕞 2

#### **Facebook Comment:**

"Dark Chocolate is one of my faves and with peanuts - now were talking! I'd put it on a crust as the sauce for a dessert pizza - then add to it peanuts, white and milk chocolate chips, and marshmallows and bake till toasty! YUM!"

## **NPB - New Perfectly Powerful Breakfast Recipes**

New breakfast recipes featured in social media, NPB website and used to pitch media awesome new peanut recipe ideas!



#### *Rise and Shine* wITH THESE RECIPES

#### Peanut Powered Breakfast Cookies

PREP TIME: 15 MINUTES, PLUS 30 MINUTES RESERVERATION COOK TIME: 16 TO 18 MINUTES

#### Cooking spray

1 cup unbleached all-purpose flour % cup oat bran 1 teaspoon ground cinnamon 1 teaspoon baking soda % teaspoon salt % cup creamy peanut butter (at room temperature) % cup unsweetened applesauce % cup nonfat plain Greek yogurt % cup nonfat milk 1 cup packed dark brown sugar 2 eggs, beaten 1 teaspoon vanilla extract % cup (2% ounces) chopped dry roasted unsalted peanuts

2 curs rolled oats % out dried cherrie

#### Preheat oven to 350"F. Coat two baking sheets with cooking spray and set aside. In a medium bowl sift together flour, oat bran, cinnamon, baking soda, and salt.

In a large bowl, stir together peanut butter, applesauce, yogurt, and milk until smooth and creamy. Add brown sugar and stir to combine. Then add eggs and vanilla extract and stir until incorporated.

Add the flour mixture to the peanut butter mixture and begin to combine with a mixing spoon until just incorporated. Then add the oats, peanuts, and cherries and mix carefully just until the dry ingredients are moistened, taking care not to overmix. Cover bowl with plastic wrap and place in the refrigerator for 30 minute

For each cookie, drop a % cup of batter onto the prepared baking sheets, leaving about 2 inches of room all around. Using clean hands, press down on the top of each cookie gently to slightly flatten each. Bake until a toothpick inserted into the center of 1 or 2 cookies comes out clean, about 16 to 18 minutes

Remove the baking sheets from the oven and allow to cool for 5 minutes. Then transfer the cookies to a wire rack to cool for 10 minutes more

MAKES: 16 COOKIES | SERVING SIZE: 1 COOKIE

Nutrition information (per serving) Calories: 223; Total Fat: 8 grams; Saturated Fat: 1 gram; Protein: 7 grams; Total Carbohydrates: 34 grams; Sugars: 18 grams; Piber: 3 grams; Cholesterol: 24 milligrams; Sodium: 153 milligrams

RECIPE CREATED BY TOBY AMIDOR, MS, RD, CDN

#### Funky Monkey Muffins

% cup unsweetened cocoa powder

PREP TIME: 15 MINUTES COOK TIME: 18 MINUTES

1 teaspoon baking powder

% teaspoon baking soda

% cup creamy peanut butter

(at room temperature) % cup nonfat plain Greek yogurt

% cup nonfat milk % cup packed dark brown sugar

2 large eggs, beaten

1 teasnoon vanilla extract

% cup dark chocolate chips

% teaspoon salt

2 ripe bananas

Cooking speay 2 cups whole wheat pastry flour

Preheat oven to 350"F. Coat a standard 12-muffin tin with cooking spray and set aside. In a medium bowl, sift together flour, cocca po

baking powder, baking soda, and salt. In a small bowl, mash the bananas, using a potat masher or fork. In a large bowl, stir together peanut butter, vogurt, and milk until mixture is smooth. Add mashed bananas and sugar and stir until combined. Add the eggs, stirring until completely incorporated, and then stir in vanilla extract

Slowly add the flour mixture to the peanut butter mixture, stirring to combine. Gently fold the chocolate chips into the batter. Using % cup to measure, distribute the batter among the prepared muffin cups.

Bake until the tops are browned and toothpick inserted in the center of a muffin comes out clean. 18 minutes.

Remove from the oven and allow to cool for 2 to 3 minutes. Then transfer the muffins to a wire rack to finish cooling for another 10 minutes.

MAKES: 12 MUFFINS | SERVING SIZE: 1 MUFFIN

Nutrition information (per serving) Calories: 250; Total Fat: 9 grams; Saturated Fat: 2 grams; Protein: 7 grams; Total Carbohydrates: 37 grams; Sugars: 16 grams; Fiber: 4 grams; Cholesterol: 31 milligrams; Sodium: 191 milligrams

RECIPE CREATED BY TOBY AMIDOR, MS, RD, CDN





# **Foodservice Promotions**

## **NPB - Peanut Food Trade Media Coverage**



## Building a Better Bite

Produce holds the key to flavor innovation in bar bites and small plates

Cutting Edge Flavors

These distinctive ingredients delve deeper into on-trend flavor explorations

## Sweet Companions

Entice diners to order something sweet by going beyond the usual presentations



Nutrition

Solutions & Strategies for K-12 Foodservice

on the inside like blueberries. (In fact, the raspberry isn't a

trauberries

Here's the thing about the strawberry despite its name, it's not a berry. At least, not biologically speaking. It's what's

known as an "aggregate accessory fruit," because it has seeds on the *outside* of the skin, versus

## New server requirement: Be a food allergen expert

## **Restaurant/Foodservice Outreach**

Through strategic partnerships with the Culinary Institute of America and chain restaurant operators, NPB is working to get more peanuts on more menus.











Since 2007, Peanut Mentions Have More Than Doubled on U.S. Menus, Outpacing Almonds

#### Sponsored Break at National Restaurant Assoc.

#### Noodles & Company – March, National Peanut Month



Peanut Tomato Pesto

#### New Simply to Go Menu Items at Sodexho

# Health & Nutrition









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2%



Walking In Memory of Dianne Rigsby & Peanut Family Members Affected By Cancer.





## APPA March of Dimes March for Babies





## Mississippi Walk for Diabetes



## Speaking of Women's Health









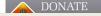






#### Hope

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Food
 Peanuts: Natural Health Food for All
 Industry Relief Projects
 End World Hunger - Resources
 Peanuts Around The World



Meds & Food for Kids (MFK)

Meds & Food for Kids (MFK) is dedicated to saving the lives of Hali's mainourished children and other nutritionally vulnerable people. They accomplish their mission by developing, producing, and distributing highly nutritious foods, including the gold-standard Ready-to-Use Therapeutic Food (RUTF). They make their food products in Haiti, using Haitian workers and, whenever possible. Haitian





# Peanut Butter for the Hungry

## Peanut Proud









# **Reputation Management**

## **Keeping Peanuts and Peanut Butter in Schools**

NPB works with public and private schools to develop relationships, provide support and prevent unnecessary bans

EBINAR CEDNESDAYS

Latest News in Effective School

Food Allergy Management

Wednesday, March 12, 2014

Partnered with SNF for Food Allergy Management webinar to reach school nutrition professionals and decision makers

- More than 500 registered
- Three hundred logged in live • and nearly 100 have viewed via archive

## **Keeping Peanuts and Peanut Butter in Schools**

## NPB works with public and private schools to develop relationships, provide support and prevent unnecessary bans

Recent response from one of dozens of school districts contacted by NPB this year:

Hello, Ms. Collins...Thank you, very much, for your thoughtful response to our attempt to better understand this issue and how schools may best move forward while protecting the safety of all of our students...We are in the mode of studying, carefully, the best way to develop a long-term policy...We may call on you for clarification...

Tom Whitworth

Headmaster

The Darlington School, Georgia



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