



Turning Heads & Changing Minds

Southern Peanut Growers Conference
July 26, 2014



Turning Heads: *Our New Brand Platform*





The Perfectly
POWERFUL SM
Peanut



New Brand Platform and Slogan

The Crux of Our Challenge

**Health and wellness is a main driver for
consuming nuts.**

**People love peanuts – they just don't give
them the health credit they deserve.**



Peanuts.

I WORK HARD FOR THEM. THEY WORK HARD FOR YOU.

8
*Nothing beats a handful
a day for heart health*

30
*Over 30 essential
vitamins and nutrients*



7
*7 powerful grams of
plant-based protein*

1
*The most preferred
nut in America*

Charles Hardin, Georgia Peanut Farmer



nationalpeanutboard.org

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.



What Gives Peanuts Their Power?

Exceptional Nutrition

More protein than any other nut.

Scientific evidence to support positive
benefits in...

Heart Health

Weight Management

Satiety

Diabetes

Maternal and Child Health



Harvard Nut Study

**Nurses' Health Study + Health Professionals
Follow-Up Study
>118,000 subjects**

**Nut consumption inversely associated
with total mortality for women and men.**

**Bottom Line:
More nuts, including peanuts, in the diet,
lower risk for all disease-related death**



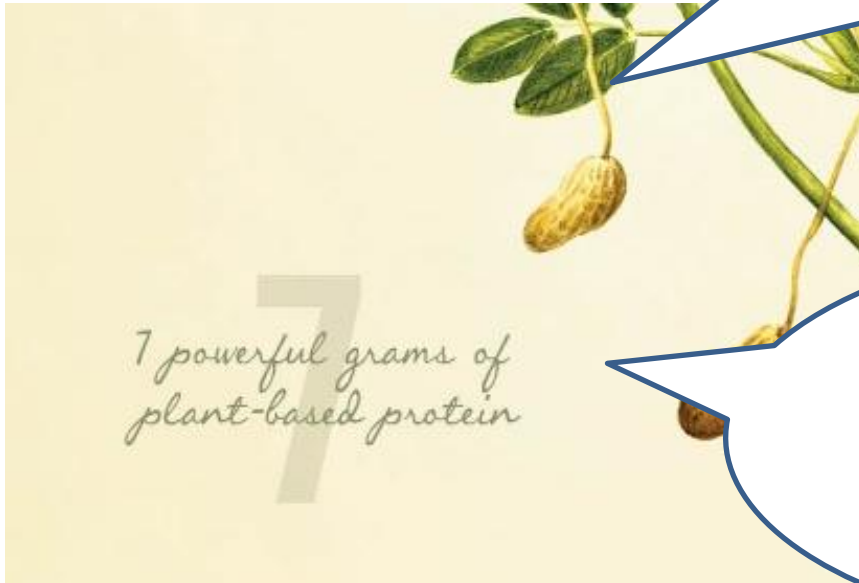
Peanuts qualify for an FDA approved heart health claim.

Salted Roasted Peanuts are approved for AHA Heart Check.

Peanuts contain **heart healthy fats** and other nutrients that benefit the heart



Peanuts have more protein than any nut.



HALF of all Americans are making food and beverage choices to get more **protein**.*

*According to [IFIC 2014 Food & Health Survey](#).



Peanuts are nutrient dense with >30 vitamins and nutrients.



71% of Americans consider healthfulness when buying food and beverages.*

*According to [IFIC 2014 Food & Health Survey](#).



**Changing Minds:
*Bringing the Allergy Conversation
to the Consumer***



Peanuts Have Become ‘Poster Child’ for All Food Allergies

Misinformation about Peanut Allergy is a Serious Market Barrier

- For more than a decade, NPB funded allergy research and education programs to reach schools, restaurant operators and health professionals.
- Despite efforts, schools still struggling with bans, peanuts perceived as most common allergen.



What We Learned from Research

- Americans perceive peanut allergies to be up to 40 times more prevalent than science says they are.
- Many people are self-diagnosing food allergies and, in the process, misinterpreting what they see as an allergy.

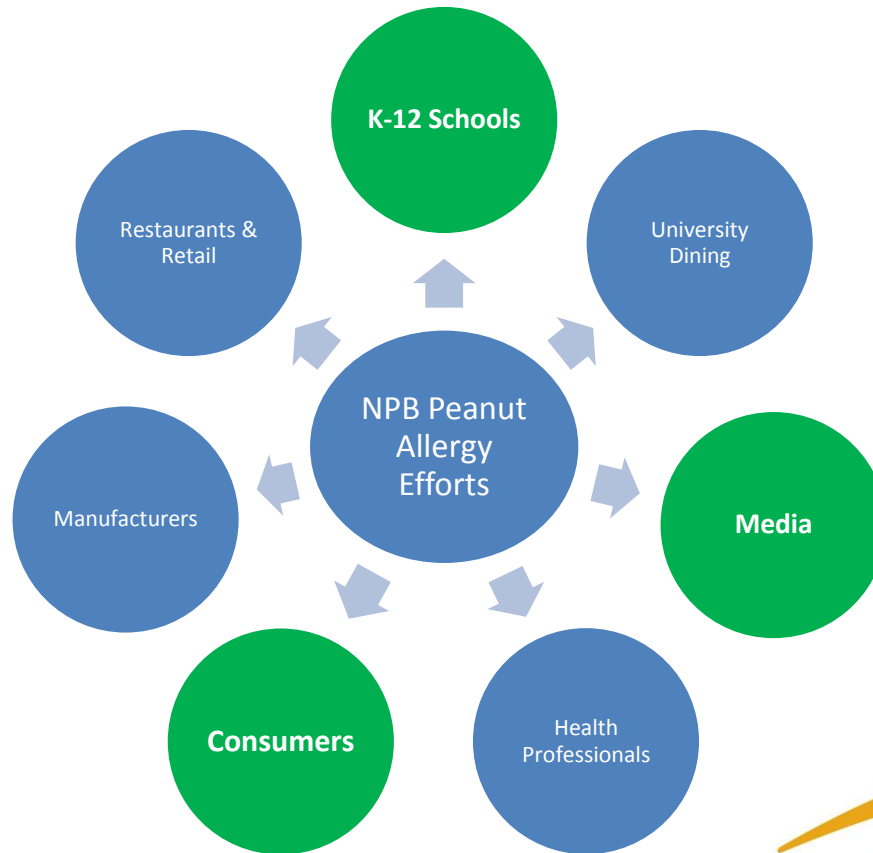


What We Learned from Research

- As many as 30% of households with school age children claim to know someone who has had a life-threatening reaction to a peanut food.
- Among households with a self-reported peanut allergy, only 52% keep epinephrine on hand to treat an allergic reaction.



Comprehensive Approach





Expanding School Outreach

Reaching All Decision Makers and Influencers

- In Addition to School Nutrition & School Nurses
 - Registered Dietitian Nutritionists
 - Superintendents
 - School Board Members
 - School Administrators



Education Advisory Committee

Engaging the Food Allergy Community

- Finding Partners & Likeminded Individuals Within the Food Allergy Community
- Not everyone believes bans are the answer
- More common ground than differences





PeanutAllergyFacts.org

Science-based Answers

- Primary Audience is Consumer
- Bust Common Myths
 - Prevalence – how many people are really allergic?
 - What's the True Risk of Casual Contact?
 - Is Airborne Anaphylaxis a Real Problem?
- Promote Accurate and Proper Diagnosis
- Encourage Allergic Individuals to Carry Epinephrine

Managing Peanut Allergies

A Resource for Parents, Educators and Others Who Care for Children

How We Can Help ▾

Peanut Allergy Facts

Researching Solutions

Professional Diagnosis

About Us

About Us

America's peanut farmers are mothers and fathers...grandmothers and grandfathers...and know how it feels to want to protect those you love most. They never want anyone to be hurt by the wholesome food they grow – a food that millions of families count on every day to deliver affordable nutrition. That's why, since 2001 through the National Peanut Board, peanut farmers have invested more than \$10 million of their own dollars into research and education about food and peanut allergies.



Media Monitoring & Intervention

Catching Errors and Making Corrections

- Daily Media Monitoring Reveals Common Errors:
 - *“You’re bringing something that is dangerous and potentially deadly to the classroom with children that can’t be around those items.”*
 - *“Food allergic reaction can happen from touching, ingesting, and smelling.”*
 - *“Each year, there were 100-150 deaths in the US associated with food allergies...”*
- We reach out promptly and directly to correct these errors



Measurable Results

Working with our partners at Golin...

- 108 Media Corrections and Connections
- 60 School Districts Engaged
- **174 Total Errors Addressed**



THANK YOU

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