The Good News about Peanuts

A 2017 Update for Growers
We are...

- America’s 7,000+ peanut farming families
- Peanut farmers serve on our board and guide the program — from setting the budget to overseeing all activities
We improve the economic condition of USA peanut farmers and their families through compelling promotion and groundbreaking research.

- We are entirely funded by farmers.
Peanuts are the only nut showing consistent gains in per capita consumption over recent years.

Good News: Peanut Consumption is Up
We can all take credit — from anyone giving check-off dollars to the strategic marketing programs by state producer organizations in efforts of science and nutrition to shellers, manufacturers and more.

Good News: Our Industry is United
Good News: Consumer Marketing is Working

The Peanut Vendor—Simple. Honest. And a little salty.

- New focus to drive relevance among Millennials
- Successful launch of Peanut Vendor
Can you crack this puzzle?

B  me
Os & ♣

Went a little light on the peanut butter today. #NationalPeanutButterLoversDay

Jar's empty #My2WordNightmare

The real #CivilWar continues on... who you got winning?

Challenge! There's a peanut in here. Help me find it.

I'm doing donuts in the parking lot! #NationalDonutDay
Peanut Vendor is Fueling the Peanut Passion

We’re talking to people everyday

1,410
Pieces of owned Peanut Vendor communications

We’re building a fan base

31,305
Followers on Social (surpassed goal by 56%)

People are seeing what we’re doing

271.4 Million
Impressions

People are interacting with us

9 Million
Engagements on our content from consumers and influencers
This year, Peanut Vendor will invite Americans to “Shell Out” — rewarding people with peanut swag for sharing fun ways they celebrate peanuts.
Good News: We’re Making Huge Progress on Peanut Allergy

• Consistent, strategic work in the allergy community since the Board’s inception is yielding huge benefits.

• Since 2001, NPB has allocated more than $21 million to food allergy research, outreach and education.
“In the early days, I promoted the work on the food allergy initiative and I feel proud of what we’ve done there. We’re making strides for people, not only for peanut allergy, but for people with other food allergies as well. With research funding and outreach and education efforts, we’re offering people hope.”

- Dee Dee Darden (VA farmer and former board chair)
NEW GUIDELINES SAY INTRODUCE PEANUTS EARLY

“This is some of the best news in the world of peanut allergy, ever.

“We expect that widespread implementation of these guidelines by healthcare providers will prevent the development of peanut allergy in many susceptible children and ultimately reduce the prevalence of peanut allergy in the United States.”

- NIAID Director Anthony S. Fauci, M.D.
2. Guidelines Fueled by **Grower-Funded Research**

- The guidelines were a direct result of the groundbreaking LEAP study, published in the NEJM in 2015. Peanut farmers helped fund this research.

- The LEAP study showed that introducing peanut-containing foods to infants at high risk for developing peanut allergy was safe and led to an **81 percent** reduction in the subsequent development of peanut allergy.
3. New Government Report Will Drive Future Study

- The clinical report calls for better attention, education, diagnosis and treatment for food allergies in the U.S.
- NPB was one of the 11 sponsors.
Good News: Peanuts Labeled as “Healthy” By FDA

- According to a Food and Drug Administration (FDA) announcement at the end of 2016, peanuts can be labeled “healthy.”
- FDA announced its revised definition based on the latest nutrition science and current Dietary Guidelines for Americans.
NPB Will Leverage This News in 2017 & Beyond

• Promoting these expert recommendations will be a priority for 2017 with our network of health professionals, dietitians, food media and consumers.

• Marketing will feature recipe development and videos, special publications, infographics, website content and education.
Good News: Production Research is Making a Difference

- We have leveraged matching funds from the National Institute of Food and Agriculture (NIFA) — receiving $1,250,000 toward research in water use efficiency and food allergy diagnostic methods.
- All together, we have funded $29 million in production research in our history and $12 million over the past five years.
Good News All Around

- The momentum is with us – and we’ll capitalize on it in the coming year.

- For more news and updates, turn to NationalPeanutBoard.org or your latest issue of PQ.