Perfectly Positioned

Creating Customers – and Champions – of the Next Generation
Who 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
What We Do

- Increase demand for peanuts through marketing, advertising and public relations
- Fund production research – more than $21 million since 2000 – to help make growing peanuts more profitable
- Program funded through a one percent assessment
FOCUS #1
TARGETING MILLENNIALS
WHO ARE MILLENNIALS?

They are food and cultural trendsetters

Age: 20-37
Market Size: 80 million people
Spending Power: $1.6 trillion
WHY FOCUS ON MILLENNIALS?

- Older generations already love peanuts and peanut butter
- Research shows millennials receive mixed messages
- They are the first generation to be told “don’t bring a PB&J to school”
- They know about peanuts and peanut butter; they are just not excited about them.
THE CHALLENGE IS CLEAR

If we don’t reach millennials with relevant peanut messages, we stand to lose a whole generation of peanut and peanut butter fans.
WE MUST REACH THEM WHERE THEY LIVE, WORK AND PLAY

ONLINE: TWITTER, INSTAGRAM, PINTEREST, FACEBOOK, ETC.
OUR GOAL

To become the most relevant, talked about nut among millennials
Nobody is more obsessed with peanuts than a Peanut Vendor.
@PeanutsHere Plant a peanut for #PlantAFlowerDay. Those Beautiful Blossoms bring a tear to my eye.

@PeanutsHere This wasn’t at the end of the rainbow, but it should be #StPatricksDay

@PeanutsHere The #JawsAnniversary will never be forgotten, what a beautiful and misunderstood creature

@PeanutsHere is so excited about peanuts, he tweets 366 times in one day.
RESULTS. AND WHAT’S NEXT.

- Met goals of more than 5,000 followers in the first month
- Influential national publications wrote about NPB’s groundbreaking approach to “real time marketing”
- Peanut Vendor’s Social Almanac surpassed Twitter’s averages for food and non-profit engagement rates
- NEXT STEPS: Launch Instagram @PeanutsHere profile
FOCUS #2

PROTECTING OUR MARKET
Maintaining an open and receptive market for peanuts by monitoring media, addressing misinformation and educating reporters and others.
Negative stories about peanut allergies, and discussions about school bans, have declined over the past three years.
When a school or other public venue is considering a peanut ban

Peanuts and farming curriculum for the classroom

Questions?

PeanutAllergyFacts.org
HOW WE ARE POSITIONED TO WIN THE FUTURE
Peanuts and peanut butter hold a strong and positive position in the nut category

#1 The most consumed nut and nut butter in the category

#2 The nut and nut butter with the highest weekly consumption

#3 The “favorite” or “one of the preferred” nuts for more than 50% of consumers
Millennials represent a strong growth opportunity for peanuts and peanut butter

#1 More likely to eat peanuts and peanut butter on a daily basis

#2 Peanuts are tied for favorite nut status among Millennials

#3 Consume peanuts and peanut butter in broader ways
CONTINUING TO LEAD THE WAY IN FUNDING PRODUCTION RESEARCH

Each peanut producing state recommends where funding goes

- NPB grower dollars are supplementing public funding for ag research. Producer funds critical as public funds decline.

- Since 2000, NPB has invested more than $21 million in production research – on more than 900 research projects.
THANK YOU

Ryan Lepicier, Sr. V.P., Marketing and Communications
rjlepicier@nationalpeanutboard.org
(678) 424-5750