



NPSA Marketing, Promotion & Research Program

Activities Update & 2010 Preview

**Jon Krueger, Communications Specialist, NPSA
and**

Julie Nargang, Chair, NPSA Marketing, Promotion & Research Committee

Purpose of Program

Promote pecans as a high-quality and healthful source of nutrition and to conduct research into health benefits directly related to pecan consumption.

Today, program maintains positive momentum for pecans and generates new awareness among consumers.

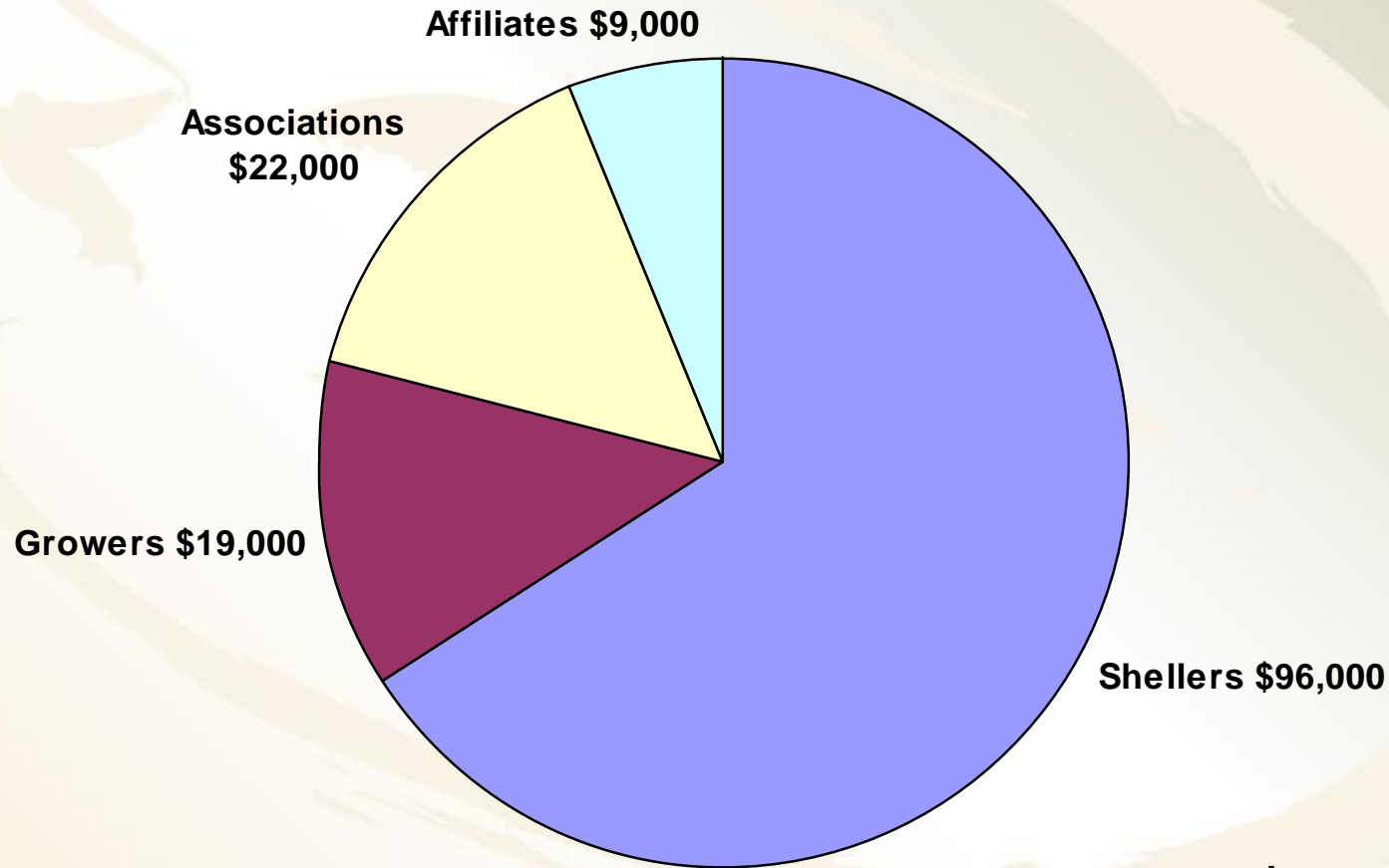


Critical in Today's Economy

In today's economic climate, consumers need a reason to pay a little more for their favorite food items.

NPSA marketing program is the industry's voice to health-conscious consumers, explaining why pecans and pecan-products should not be expendable.

Fundraising Update: 2008-09



TOTAL: \$145,000

Thanks for Your Support!



Sheller Members

Atwell Pecan
Bass Pecan
Durham/Ellis Pecan
El Ruisenor de Mexico
Green Valley Pecan Co.
Golden Kernel Pecan Co.
H.J. Bergeron
Hamilton Ranches, Inc.
Harrell Nut Co.
JB Sanfilippo & Sons, Inc.
J.W. Renfroe Pecan Co.
Louisville Pecan Co.
Lucky Lady Pecans

Sheller Members

Navarro Pecan Co.
Pecans.com
Priester's Pecan Co.
Procesadora Palma
RGS Productora
San Saba Pecan
So. Georgia Pecan
Stone Mountain Pecan
Sun Valley Pecan Co.
Sunnyland Farms
Terri Lynn, Inc.
Young Pecan Shelling Co.

Affiliate Members

Easterlin Pecan Co.
Fletcher Farms, Inc.
Meyer Machine
Modern Electronics
Nick Sachs & Co.
R.B. Bagley & Sons
S. Ga. Pecan Cleaning Plant

Medical Research Update



Pecans & Neurological Health

- University of Massachusetts
- Manuscript submitted to *Current Topics in Nutraceutical Research*
- Potential key message: Eating pecans may help improve the quality of life for people suffering from Alzheimer's Disease, Lou Gehrig's Disease, etc.

Antioxidant Capacity of Pecans

- Loma Linda University
- Data analysis phase of human health study on how pecans impact antioxidant levels in the blood
- Potential key message: In addition to lowering cholesterol, pecans may help reduce the risk of heart disease, cancer and diabetes.

Recent Media Coverage

February 2009 - present

NPSA-Developed Article

FOODSTYLES THE REAL WORLD OF FOOD



POWER SALADS
to boost your health and taste quota

which is a great way to add satisfying flavor and versatility to a healthy eating plan. In fact, research has shown that salad eaters take in greater amounts of essential nutrients such as vitamins C and E and fiber, said. The key to a nutritious salad is to build it wisely by choosing healthy ingredients from the healthiest sources.

Salad Making: Choose Wisely
Each salad recipe has unique benefits, so it's important to build a healthy diet with a variety of salads. Consider the following tips:

- **Protein and protein sources:** The protein sources you choose can affect the overall health of your diet. Protein sources include chicken, turkey, beef, pork, fish, and eggs.
- **Vegetables and fruits:** These are the most important components of a healthy diet. They provide fiber, vitamins, and minerals.
- **Grains:** These provide energy and fiber. Choose whole grains when possible.
- **Dressings:** Many dressings are high in fat and calories. Opt for low-fat dressings or use olive oil and vinegar.

Chicken Salad With Walnuts
Yield: 4 servings
1½ cups pecans, finely chopped and toasted
1½ cups protein (Cajun-seasoned chicken, turkey, beef, pork, fish, or eggs)
1 cup mayonnaise
1 cup cheddar cheese, shredded
1 cup celery, finely chopped
1 cup carrots, finely chopped
1 cup walnuts, finely chopped
1 cup raisins
1 cup red onion, finely chopped
1 cup green onions, finely chopped
1 cup lettuce, shredded

Wheat Pesto Salad With Peas and Spinach
Yield: 4 servings
4 cups wheat-based pasta, cooked and drained
1 cup pesto
1 cup peas, cooked
1 cup spinach, cooked
1 cup cherry tomatoes, halved
1 cup cucumber, sliced
1 cup feta cheese, crumbled
1 cup olive oil
1 cup balsamic vinegar

Roast Chicken With Potatoes and Peas
Yield: 4 servings
1 whole chicken, 4-5 lbs.
2 cups potatoes, cubed
1 cup peas, cooked
1 cup green onions, finely chopped
1 cup olive oil
1 cup balsamic vinegar

Salmon Nicoise Salad
Yield: 4 servings
1½ cups salmon, cooked and flaked
1 cup chickpeas, drained and rinsed
1 cup cucumber, sliced
1 cup cherry tomatoes, halved
1 cup green onions, finely chopped
1 cup olive oil
1 cup balsamic vinegar

Butterflied Chicken With Potatoes and Peas
Yield: 4 servings
1 whole chicken, 4-5 lbs.
2 cups potatoes, cubed
1 cup peas, cooked
1 cup green onions, finely chopped
1 cup olive oil
1 cup balsamic vinegar

Dressing for Chicken Nicoise
Yield: 4 servings
1 cup olive oil
1 cup balsamic vinegar
1 cup Dijon mustard
1 cup red wine vinegar
1 cup honey
1 cup salt



POWER SALADS

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Circulation: 6 million

Project included development of full-color photos & new recipes

Photos & recipes available to all NPSA members

Consider for your company's marketing arsenal

Top Magazines & Newspapers

April:
Pecan Month



KATHY'S
CORNER

Pecans! Pecans! Pecans! National Month, and to the Nation Shellers Ass April 6, 2001 ness and who pecans was f in the U.S. cal Record, t Pecan Month. lished. Sena Cleland (D-C asked his col join him in e National Pec which now t every April.



a
is for antioxidants

They fight everything from cancer to heart disease—even the signs of aging. But how do antioxidants work, and which foods contain the most? Here's what you need to know, along with tips to help you maximize the benefits of antioxidants.

When on the list on a scale of 100 or 1000 to be used for your research. The more of it would be used for your research. * First, look at the way it is used. If it is used for your research, it is used for your research. * First, look at the way it is used. If it is used for your research, it is used for your research. * First, look at the way it is used. If it is used for your research, it is used for your research.

Nutty month

Of note during National Pecan Month: The nut — the only tree nut native to North America — is healthful. Pecans contain an abundance of unsaturated fats and anti-oxidants. Eating a handful a day, according to a

April is **National Pecan Month**



DEBORAH
RHOADES

The Extens
Extension, Edu
& Consumer

PECANS ARE in addition to mar pecan waffles, b cream and peca Celebrate Natio this April by try recipes from ou erative Extensio This flavor fr my home state more antioxidant other nut accord study in the Jot tural and Food American Instit Research report provide the phy ic acid, which a and may in ng, liver, s serving of unce, or 20

low in saturated fat and cholesterol.

For peak flavor purchase pecans in the shell, which should be free of cracks. They should not rattle when shaken and be heavy for their size. Store them for up to 3 months at room temperature. If shelling pecans is not realistic, you can purchase them shelled in bags or cans. Look for an expiration date and store them in the refrigerator in a sealed container since they absorb odors and can quickly turn rancid. Or, freeze them in a moisture proof plastic bag and use as you need them.

Keep your brain in top form

Five steps. Diet, exercise, socializing, teasers and good sleep are the keys to mental acuity.

By Doug McPherson Special to The Denver Post

Manufacturers have been pitching products ranging from exotic fruits to expensive computer games as ways to boost brain function. While those things probably won't hurt, there are

nut can into any ty of pecame serve takes, s for e with for an with aisins ver a let- alsamic ato soup lized s with ind licensed

Detroit Free Press

— a key horri tiating sexua both men an Pecans provi 10 percent of mended Dai zinc. So, pas oysters, and handful of pe

Can you i a pecan skys It would tak pecans, stack end, to reach the Empire S ing in New Y

Texns ad pecan tree as tree in 1919.



Eat Pecans
Rich in fiber and antioxidants, pecans may help lower cholesterol and support weight loss. To celebrate National Pecan Month, add the nut to your next meal.

• Nuts (almonds, pecans and walnuts), a good source of omega-3 fatty acids, which fight inflammation, lower cholesterol levels and may prevent plaque build-up in the brain.

Chicago Tribune

Top Magazines & Newspapers

Top Magazines

Health Monitor – 3.4 Million

Family Circle – 3.9 Million

Woman's World – 1.5 Million

Good Housekeeping – 1.1 Million

Body & Soul – 419,000

Experience Life – 422,000

Today's Chicago Women – 70,000

Better Nutrition – 350,000

Top Newspapers

Chicago Tribune – 559,000

Detroit Free Press – 329,000

AM New York – 313,000

Kansas City Star – 260,000

Denver Post – 254,000

Tampa Tribune – 226,000

Columbus Dispatch – 218,000

Buffalo News – 173,000

Trade Publications



Restaurants & Institutions – October 2008

Food Processing – September 2008

Today's Dietitian – March 2009

Farm & Dairy – April 2009

Produce Business – January 2009

Food Business News – January 2009

Candy Industry – January 2009







Pecans, Pecans & More Pecans

2010 NPSA Marketing, Promotion & Research Initiatives

Julie Nargang, Chair ☉ Jon Krueger ☉ Bruce Caris ☉ Jerry Dowdy
Ernesto Lozano Gonzalez ☉ James Hamilton ☉ Buddy Adams ☉ Jasper Sanfilippo Jr.
Mark Goodyear ☉ David Salopek

Program Goals



Increase awareness and consumption in North America

-Sell More Pecans!



Program Goals



Increase preference



Increase demand



Educate -nutritional value / health benefits / great taste



Better understand consumer and commercial market



Increase Fundraising



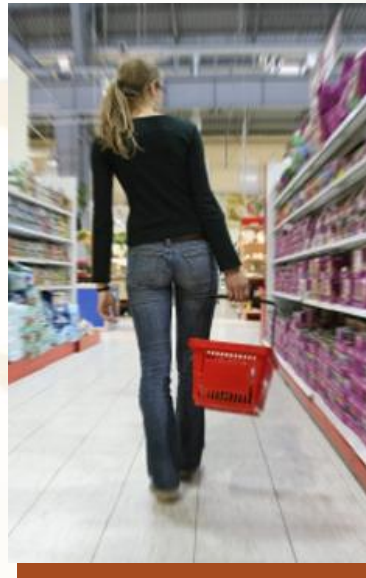
Issue Relevant Research Programs



Target End-User Audience



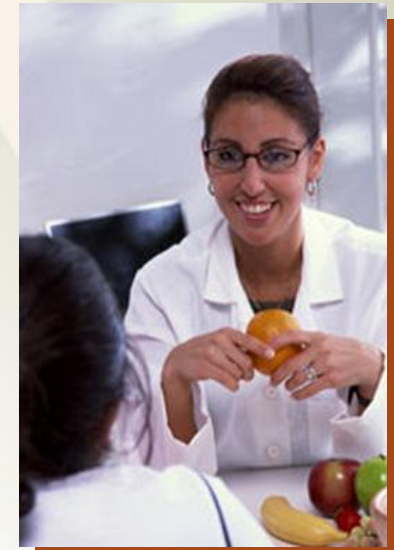
Professional



Consumer



**Industrial /
Commercial**



**Nutrition
Professionals**

Strategy/Messaging

<p>Strategy</p>	<p><i>Outreach program</i> -Motivate and spur creativity of chefs and other key decision-makers to include pecans in their recipes or food inclusion recommendations</p>
<p>Key Messages</p>	<p>Versatility and value-added attributes of pecans -texture, aroma, taste, etc. Nutrition and health benefits. Communicate increasing consumer preference for pecans</p>

Commercial / Food Service Professionals & Chefs

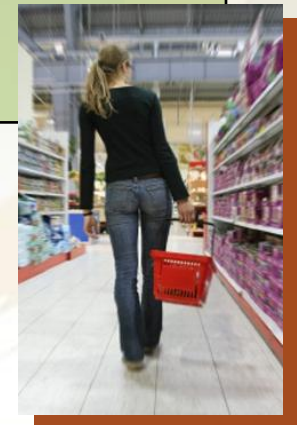


Strategy/Messaging

Strategy	<i>Public relations and media campaign</i> Position pecans as a food that is versatile, tastes great and can play an important role in a healthy, well-balanced diet year-round
Key Messages	Taste, nutrition and health benefits. Emphasize heart healthy and antioxidant-capacity of pecans



Consumer



Strategy/Messaging

Strategy	<i>Outreach program</i> Motivate nutritionists and dietitians to recommend pecans as their preferred nut to patients/clients
Key Messages	Focus on key nutritional attributes -pecans are the most antioxidant-rich tree nut; 19 vitamins & minerals- and key health benefits -pecans may help lower cholesterol levels



Nutrition Professionals

Strategy/Messaging

<p>Strategy</p>	<p><i>Promotional and outreach program</i> Highlight positive achievements of MPRP to encourage key industry stakeholder participation in the program</p>
<p>Key Messages</p>	<p>Focus on communication of clinical research studies food safety results; high-profile media coverage for pecans; tools/resources made possible by MPRP -consumer brochure-emphasize industry-wide support for program</p>



Pecan Industry Stakeholders

Tactics



Consumer Behavior Study



Sheller Survey



Educational Materials / Website



Relevant Pecan Research Studies



Outreach Programs / Blogs



Fundraising

Southeastern Pecan Growers Association / Western Pecan Growers Association / Speaking roles during General

Tactics



Expanded Communications -100% More

<u>Date</u>	<u>Theme</u>	<u>Targets/Audience</u>
October 1	Harvest Season	<ul style="list-style-type: none">○ Consumers○ Commercial/food service professionals○ Chefs○ Nutrition professionals
January 11	National Heart Month (February)	<ul style="list-style-type: none">○ Consumers
March 24	National Pecan Month (April)	<ul style="list-style-type: none">○ Consumers○ Commercial/food service professionals○ Chefs○ Nutrition professionals
June 3	Pecans: A Healthy Summer Snack	<ul style="list-style-type: none">○ Consumers

Measurements Gauge Success



Press / Articles / Magazines



Pecan Inclusion



Consumer Consumption / Preference



Increased Donations / Participation

Outreach/Research Initiatives



\$0.22M
Contribution



\$29.9M
Assessment



N/A



\$16.0M
Assessment



\$0.5M + est \$4.7M
Assessment \$0.0175



\$7.0 +10.7M
Assessment

Questions?

Thank You