

# Marketing, Promotion and Research Program

*Performance Update*



# MPRP Plan



**Goal:** Increase pecan consumption in the United States.

## **Strategies:**

- **Conduct and promote research** that supports the health benefits of pecans.
- **Encourage consumers** to integrate pecans into their diets and lifestyles.
- **Influence the food trade** by encouraging culinary professionals to include pecans in their recipe development and new product development.

# Pecan Research



## 2012-2013 Action Items

- Contract initiated for a two-year study on the health benefits of pecans.
- Purpose: Demonstrate the potential role of pecans in preventing heart disease and Type 2 Diabetes in generally healthy adults with an increased risk for heart disease or diabetes.
- Goals:
  - Expand knowledge of pecan health benefits beyond lowering cholesterol
  - Fill in knowledge gaps
  - Create data points to support a communications strategy to inform nutritional policy makers, health professionals and consumers about the potential benefits of pecan consumptions
- Expected outcome - a handful of pecans a day may prevent both heart disease and diabetes.

# Pecan Research



## 2013-2014 Plan

- Continue to fund Tufts University research that further supports and validates the health benefits of pecans.
  - The Institutional Review Board (IRB) is reviewing the study; expected to be completed within 2-3 months
  - Upon approval, initiation of protocol and subject recruitment will begin
  - 2015 - Research completed; promote findings
- Support select organizations (INC) in their research/promotion of tree nuts.

# Consumer Outreach

## Strategy:

Encourage consumers to integrate pecans into their diets and lifestyles.

## Program Tactics:

- Social Media
- NPSA Website
- Blogger Outreach
- Traditional Media Relations



# Social Media



- Low-cost/efficient way of communicating to the consumer market
- Promoting pecan nutrition and uses of pecans
- Daily recipes posted promoting how pecans can be incorporated into the everyday diet outside of traditional uses like pecan pie
- Occasional posts promoting random trivia and fun facts about pecans to increase engagement.

# Consumer Outreach

## Social Media Outreach

2012-2013



### Facebook – I Love Pecans

- Launched on Nov. 1<sup>st</sup>
- Strategic Facebook Ads - \$6,400
- Today we have **35,064 fans**

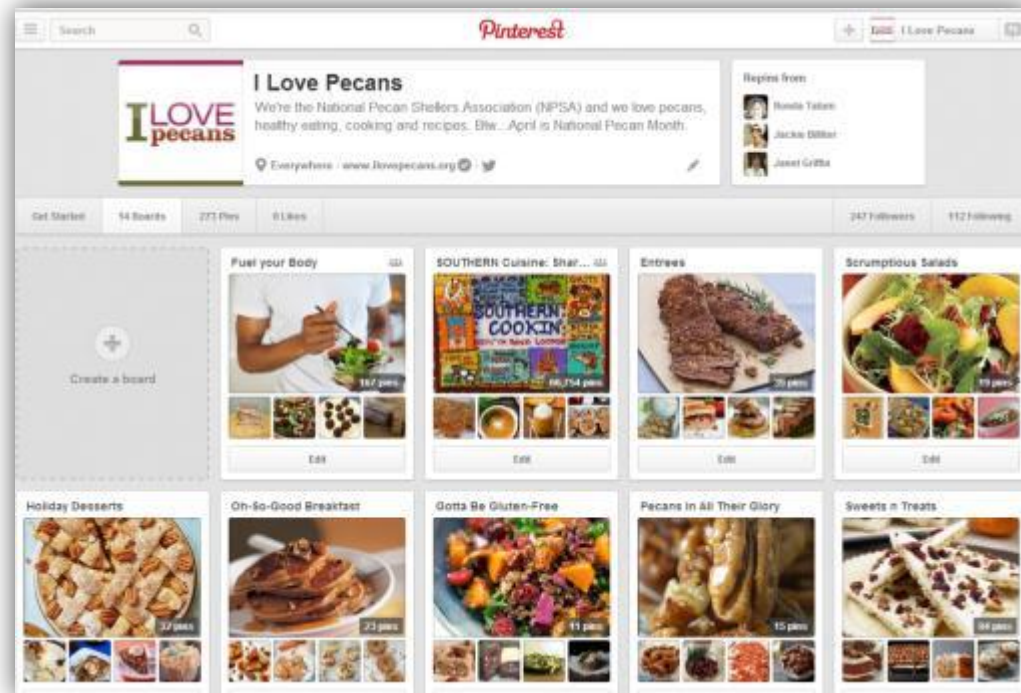


# Consumer Outreach

2012-2013 

Pinterest – I Love Pecans

- Launched on Dec. 1<sup>st</sup>
- Currently over **247 followers**
- Monthly integrated Facebook promotion to stimulate further organic follower growth





# Consumer Outreach

2012-2013



Twitter - @ilovepecans

- Launched on Feb. 1<sup>st</sup>
- Currently over **160** followers
- Most followers are generated from blogger outreach and sharing of their content.



# Consumer Outreach



## 2013-2014 Social Media Plan Tactics

- Continue to populate platforms with engaging content
- Daily recipes promoted on Facebook
- Repurpose content on Pinterest and Twitter
- Facebook advertising to stimulate “Likes” and overall engagement
- Advertising targeted to consumers already engaged with food recipes or nutritional health content

# Consumer Outreach

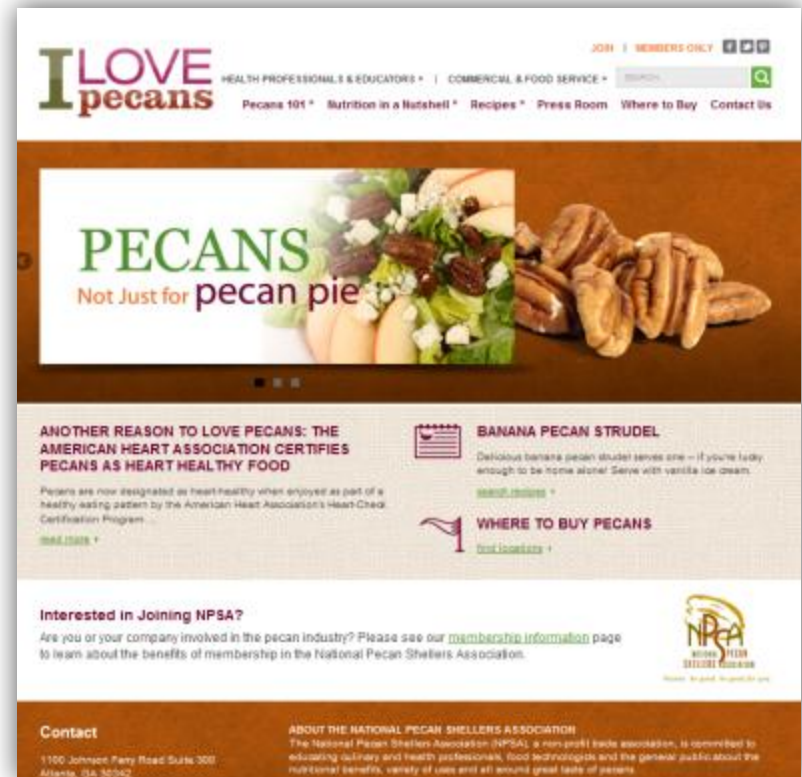
2012-2013

[www.ilovepecans.org](http://www.ilovepecans.org)

## Features:

- Stronger Brand Image
- New Navigation
- Enhanced Search Engine Optimization

An upgraded resource for information for consumers, health professionals and commercial buyers of pecans



# Consumer Outreach

2012-2013

## Blogger Tips: Healthy Alternatives to Pecan Pie

- Highlighted how to create a healthier pecan pie by using oatmeal, non-stick cookware, along with the heart- healthy boost of pecans!
- Posts from Tiny Green Mom, Southern Mom Cooks, Real Moms Love to Eat, & Anatomy of a Dinner Party



### Last Minute Ways to Score Healthy Points This Thanksgiving

Wednesday, November 21, 2012

The Deceptively Delicious idea of sneaking healthy ingredients into recipes is so good that I've been thinking, why not apply it to grownup food as well? Especially during the holidays, we have such big expectations of deliciousness, usually in the form of not-so-figure-friendly foods.

For all of our beloved classic food traditions, there's usually some small modification you can do to make a dish healthier without sacrificing flavor.

**Swap in the good wholesome stuff:** When baking, swap out plain refined flour for healthy whole grains. For example, try whole oatmeal in your pie crust this year—the soluble fiber in oatmeal




One word: drool. Almond

Living in Alabama, we "do pecan" pretty striking well. Heck, Pecan is known world-wide and we even have a Pecan festival for goodness sakes. What we don't necessarily do so well in light foods. LOL! This post sets out to change that! Lighter pecan pies... yes, really!

Holidays are stressful enough without the added stress of feeling not so great from eating lots of 'bad for you' food. So as we begin to cook the sweets n treats for our loved ones, I wanted share some great cooking tips and recipes that arrived in my inbox. These will help you to lighten up one of today's holiday favorites... pecan pie!


- 1) **The Power of Oatmeal:** Instead of using flour, get some healthy whole grains into your holiday pie by using oatmeal instead! The soluble fiber in oatmeal has been shown to decrease LDL cholesterol or "bad cholesterol" by 10-15%, particularly when consumed as part of a low-fat diet. Fiber also decreases risk of high blood pressure and significantly reduces risk of mortality from cardiovascular disease.
- 2) **Pecans:** Antioxidant rich and full of



Pecan Pie

### Lighten up Holiday Favorites!

ARTICLES, COOKING & BAKING, HEALTH — BY TRY GREEN MOM ON NOVEMBER 24, 2012 6:00 AM



enough without the added stress of feeling not so great from eating lots of 'bad'... cook the sweets n treats for our loved ones, here are three healthy cooking tips... ne of today's holiday favorites – pecan pie!

eat


get some healthy whole grains into your holiday pie by using oatmeal instead! The... has been shown to decrease LDL cholesterol or "bad cholesterol" by 10-15%...

How about **Oatmeal Pecan Pie**? Is that any healthier? Uh, sure! You bet! It has oatmeal in it... pecans are superfoods. So, go ahead, slather it in some brown sugar. It will address. I'm certain. One of my besties is doing the Paleo Diet and I told un-American to do Paleo during Thanksgiving.

contributing anything positive to her will power. Shame on me.

you going to do with all those pecans from your trees? We have tons of... Don't leave them for the squirrels. All the squirrels do is make your should be no reward for that.

athy! Here's the recipe.



NOM NOM NOM

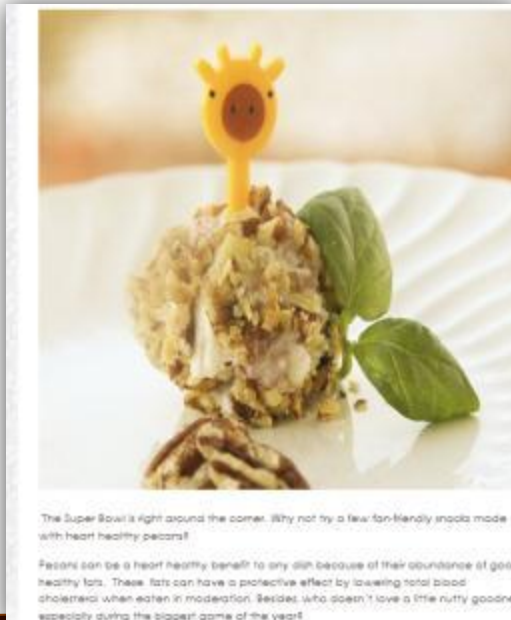
# Consumer Outreach



2012-2013

## ***Blogger Tips: Heart-Healthy For The Superbowl***

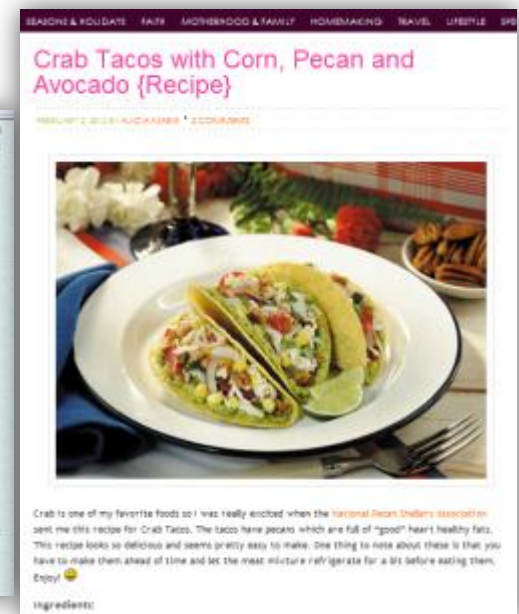
- In February we suggested that instead of celebrating with fried wings, dips, and chips that have unhealthy unsaturated trans fats, to try healthy snacks with heart-healthy pecans!
- Posts from Your Lighter Side, MiniMunchers, and Gluten-Free In Georgia



Pesto Pizza and Lemon Pecan Linguine. They have all sorts of ideas for incorporating pecans into snacks that are a little nicer on the waist--and heart apparently. These Turkey Pecan Enchiladas and Pecan Orange Slaw were also on the list.



The recipe for Oven Baked Pecan-Crusted Chicken fingers caught my eye. I decided to use fish instead and use the same recipe. Instead of chicken then realized they had recipes for Pecan-Crusted fish on their website afterwards. Oh well, you can't go wrong with breadings made with nuts, herbs, spices that is baked in the oven.



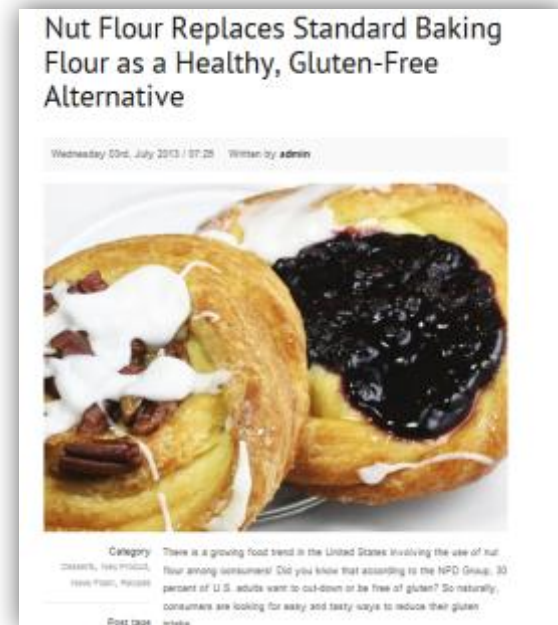
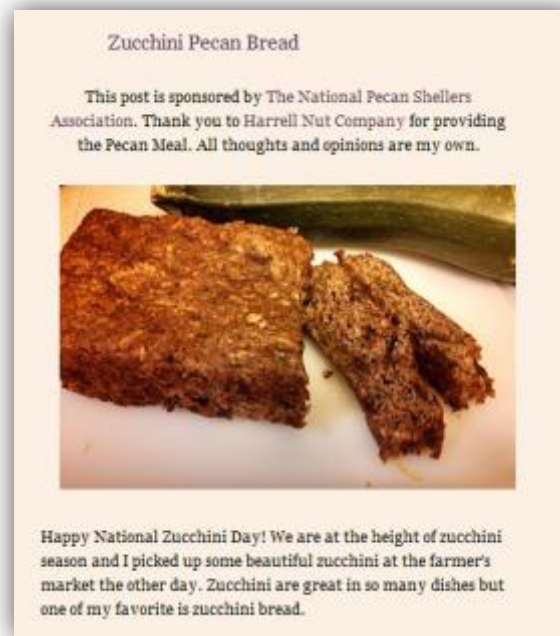
# Consumer Outreach



2012-2013

## *Blogger Tips: Nut Flour As A Gluten-Free Alternative*

- Promoted the use of pecan flour as a easy and healthy way for consumers to reduce gluten intake while maintaining quality food taste.
- Posts from Flicks N Food and The Weekend Gourmet



# Consumer Outreach



## ***The Daily Buzz***

- Promoting the *Nutritional Benefits of Pecans for Men*
- 1,200,000 viewers

# Consumer Outreach

2012-2013

## Traditional Media Outreach

### Press Release

- Heart-Healthy Pecans Provide Nutritional After School Snack Alternative
- 267 National Media Postings





# Consumer Outreach



## 2013-2014 Plan

- **Social Media Blogger Engagement:** We will target influential bloggers whose readership includes parents, foodies and active and health-conscious men and women.
- **Quarterly Blogger Outreach:** Develop and share “tips” related to one of the above categories for blogger reprint.
- **Traditional Media:** Develop a timely press release for wide distribution.

# Consumer Outreach

**2012-2013; 2013-2014**



## **American Heart Association Heart Healthy Checkmark Program**

- We have renewed our AHA certification and will continue to maintain the Heart Check mark as a third party endorsement of the healthy food benefits of pecans. We will continue to educate and encourage members to take advantage of this program.



# Why Certify?

Fact	Support Points
Packaging is an effective place to promote your product's health positioning to shoppers.	<p>More shoppers (73%) recall seeing nutrition symbols on product packaging vs. other places in-store (second highest response: 27% on product displays).</p> <p>Source: Acosta Marketing Group: 2013 Shopper Panel Survey n=6000</p>
American Heart Association is the authority MOST trusted by consumers to decide if a product may display a nutrition message or mark.	<p>American Heart Association: 59% American Diabetes Association: 47% FDA: 45% USDA: 43% Independent Panel of Scientists: 33% A Grocery Retailer: 7% The Product Manufacturer: 7% A Group of Food Industry Representatives: 4% Not Sure: 16%</p> <p>Source: IPSOS Consumer Insights Research July 2012 n=1009</p>
The Heart-Check Mark is a strong brand compared to other leading on-package and in-store icons.	<ul style="list-style-type: none"><li>• AHA Heart-Check has the highest level of awareness compared to all other symbols. Aided awareness = 82%</li><li>• Consumers feel reassured of a product's nutritional value with the Heart-Check. Helpful = 51%</li><li>• They find it trustworthy and credible, and associate it with food being good overall and good for the heart. Most Trusted = 46%</li></ul> <p>Source: IPSOS Consumer Insights Research July 2012 n=1009</p>
A winning formula: high awareness + strong trust of the heart-check = incremental sales for your brand	<p>A Catalina Marketing controlled study tracking purchases of over 210,000 shoppers in SuperValu, Price Chopper, Wakefern and Bi-Lo show a sales increase at a total store level for certified products was 5% higher in test stores when the mark was promoted than in control stores. Top performing categories: Certified soups +23%, Certified RTE cereals +17%</p>

# Benefits For Participating Members



- New company set-up fee waived. \$7,500 savings.
- Discounted program licensing fee from regular tiered pricing. Maximum \$1,000 per SKU per year versus maximum \$5,000 per SKU per year.
- Licensing rights to use the heart-check logo on packaging and in promotions for one year, with optional annual renewal.
- Halo from in-store merchandising and advertising placed by the American Heart Association.

For Information Contact: April Whitfield, Manager Business Relations and Account Services

Or Go To: [heartcheckmark.org/certify](http://heartcheckmark.org/certify)

Email: [April.Whitfield@heart.org](mailto:April.Whitfield@heart.org)

Phone: 214-706-1879

# Join Your Fellow NPSA Members!

- 3 Members are currently certified with the Heart-Check program
- 1 Member's application is in progress
- 6 Members have inquired and received information about the application process



# Industry Outreach

**Strategy: Influence the food trade** by encouraging culinary professionals to include pecans in their recipe development and new product development.



Program Tactics:

- Culinary Conference Attendance
- Trade Publication Outreach
- Perfect Performance brochure



# Industry Outreach

**2012-2013**

## **Research Chef's Association Culinology Expo**

- Exhibited at conference where 1200 professional food scientists and chefs gathered
- Illustrated the various commercial uses of pecans and attendees (pecan oil, gluten-free pecan sandies made out of nut flour, and pecan halves).
- Received notable media placement from *Food Navigator*. (169,593 unique visitors/ month)

## **Trade Media**

- Conducted periodic outreach to Pecan South and Pecan Grower magazines. Submitted quarterly articles to The Cracker promoting the latest pecan industry news.



**Pecans... hiding their light under a bushel?**



While walnuts and almonds have garnered far more column inches in recent years, the humble pecan - which is packed with antioxidants - is starting to play catch-up, says the National Pecan Shellers Association.

Nearly 80% of the fats in pecans are monounsaturated and another 30% are polyunsaturated, while pecans contain more than 15 vitamins and minerals. But are they as heart healthy as walnuts, which hit the headlines last month after featuring in a high-profile Spanish study (along with almonds and hazelnuts) linking a Mediterranean diet with improved cardiovascular health?

New research to be conducted at Tufts University on people aged over 50 with increased risk of diabetes and heart disease should help answer this question, says the NPSA.

"We know pecans are good for you, but there just hasn't been as much as research on them as other nuts, so we expect there is a lot of untapped potential there."

# Industry Outreach

## 2012-2013

- New *Perfect Performance with Pecans* publication designed to help market pecans globally and domestically
- Serves as a guide to using pecans in processed foods

## Features

- Pecan Size/Color Chart
- Top Industry Uses
- Antioxidant Chart
- Nutritional Info
- Available online in Mandarin and American-Spanish





# Industry Relations

## 2013-2014 Plan

- Increase awareness of the benefits and uses of pecans among R&D professionals (i.e.- restaurant operators, food manufacturers, food service operators, and commercial buyers) by participating in the following industry trade shows:
  - Research Chefs Association Culinology Expo
    - March 11-14 in Portland, OR
  - American Chef Federation National Convention
    - July 25-31 in Kansas City, MO



# Crisis Communications

## 2013-2014 Crisis Communications Planning

- Consider scenarios
- Develop protocol for communications response
  - Crisis team
  - Spokesperson
  - Messaging
  - Emergency Communications System
- Practice
- Review and update



# Fundraising



**2012-2013**

## **Southeastern and Western Pecan Growers Association Conferences - February & March 2013**

- Updated members on how their donations have been utilized this year to benefit the pecan industry. We have had several inquiries on our *Perfect Performance* brochure and American Heart Association Certification as a result of these efforts.

# Fundraising

## 2013-2014 Plan



- Exhibit and General Session presentations at the annual conference of the Southeastern Pecan Growers Association, Western Pecans Growers Association and the Georgia Pecan Growers Association.
- Letter-writing campaign targeting key grower association supporters (SEPGA, WPGA, Georgia Pecan Commission, National Pecan Growers Council).
- Quarterly updates, along with assessment invoices, to all Sheller/Active NPSA members.
- Letters and pledge forms to more than 3,000 growers, plus all Affiliate members.

# MPRP Plan

## 2013-2014 Plan Anticipated Results/Measurements



- Work with Tufts throughout the year to further the research project and maintain timeline
- Increase consumer awareness through expanded social and traditional media presence
  - Increase social media following across three platforms among key demographics
  - Increase blogger interest and engagement
  - Increase traditional media impressions
- Increase trade industry awareness
  - Increase placements in industry trade publications
  - Increase participation in trade conferences



**We look forward to another exciting and productive year for the MPRP program!**