



ANNUAL



REPORT

2024

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A MESSAGE FROM THE CEO



**“WE’RE DELIVERING
A RETURN ON YOUR
INVESTMENTS IN
APPB.”**

It’s been one year since I joined the American Pecan Promotion Board (APPB), and with each day, my pride in this industry and my belief in its enormous potential grows.

Over the past year, I’ve traveled the country hearing from growers, shellers and partners across the value chain, while hitting the ground running on our marketing programs here and abroad. As I’ve listened to the industry, the most important theme continues to be trust. You expect transparency, integrity and open communication about the work we do on your behalf.

We’re committed to consistently keeping you in the know about how we’re delivering a return on your investments in APPB, particularly when it comes to growing demand for your pecans here and around the world among our consumers.

As you read about APPB’s year in review, we hope you’ll take away a sense of pride and accomplishment for what this organization can achieve when the industry comes together under a common vision: pecans – and the industry that produces them – are a vital and highly valuable part of a global food system.

- Anne Warden, CEO

A MESSAGE FROM THE CHAIR



This year marked a season of change for the American Pecan Promotion Board. Not only did we usher in new leadership, but we rallied together to commit to a new road map designed to support a profitable industry. The strategies in the Unified Pecan Promotion Plan have helped APPB focus on marketing efforts and partnerships that show immediate impact in pecan sales while paving the way for long-term impact through health and wellness research, food service channels and innovative brand collaborations.

There is no doubt that under the leadership of our new CEO and board members, APPB has been able to take all of our investments to greater heights to directly drive consumer demand and increased sales, two factors that enable our organization to support industry success.

However, none of this work can be done without your involvement. So, on behalf of our APPB members, thank you for your commitment to delivering a nutritious and delicious product and your support of this great organization.

- Deborah Walden-Ralls, APPB Chair



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2024 HIGHLIGHTS AT A GLANCE

Unified Industry Vision

Referendum passed by a vote of 75%



Snickers Pecan Partnership

Retail Dietitian Promotions

Driving sales + unit lifts YoY

E-Commerce Efforts

Average return on investment
\$2-4 per channel²

²Range of the return on ad spend data provided by Ad Adapted, Instacart & Amazon

Launched a New Creative Campaign

“Surprisingly Snackable Pecans”

EatPecans.com Research Library Update

New Fact Sheets Health Professional Materials Created

Laid the Foundation for Food Service Initiatives

Research Pipeline Set Up for 2025

Mexico

Activated “El Poder de la Nuez”
In-store and online

HIGHER VALUE THROUGH NUTRITION

Background:

Pecans are loved for their taste, but not as well-known for their unique health benefits. As a result, pecans have been seen as a dispensable, price-elastic purchase rather than essential. APPB's goal aimed to take pecans beyond the pie and increase consumer perceptions of pecans as a nutritious and essential part of the diet to maintain demand and support industry profitability.

Strategy:

Increase consumer belief that pecans are a highly valued and essential part of the diet.

Key Program Activations:

Nutrition Research Pipeline, Health Professional Outreach, Retail Dietitian In-Store Promotions, Messaging and Content Development



ACTIVATION OVERVIEW:

A robust research pipeline is critical to the industry's ability to make new health claims and bring attention to the benefits of eating pecans to health-conscious consumers. APPB has begun an annual funding process for nutrition research to ensure a steady stream of scientific evidence further positioning pecans among key audiences as not just delicious, but nutritious.

Health professionals serve as a very credible voice in consumer trust and an important audience when it comes to education about the health benefits of pecans. Over the year, APPB reached this audience through new and refreshed messaging derived from focus groups and fielded surveys of these professionals. To understand APPB's impact among this audience, know their current views of pecans and determine the best ways to reach them in the future, APPB fielded a benchmarking survey. The organization also partnered with retail dietitians at large grocery chains to feature pecans as a healthful snacking option, taking pecans beyond the holidays and into the everyday.

Finally, to create a steady connection and consistent cadence of communication, APPB revived the Pecan Powerhouse Network, reaching health professionals quarterly with new research, messaging and recipe inspiration with the goal of these professionals sharing the information with their clients.

RESULTS:

Nutrition Research

- Funded five scientific studies conducted by prestigious universities and organizations that will investigate areas like heart health, cognition, aging and more.

Health Professional Outreach

- Benchmark survey revealed that 77% of HPs already recommend pecans and 42% are even more likely to recommend pecans to their patients based on APPB efforts³.

In-Store Promotions

- Partnered with 352 stores in 12 states, resulting in sales increased by an average of 65.5% compared to the same period last year. The number of units sold went up by an average of 66.8% year over year⁴.

Messaging and Content Development

- Industry is now armed with new resources: simplified health messaging claims with easy-to-understand fact sheets, along with recipe inspiration driving use of pecans outside the holiday season ([link](#)).



³Eat Well Global 2024 Benchmarking Survey based on 800 HCP responses.

⁴Average of data provided directly from retail partners: Fareway (130 stores; Aug. 12, 2024, through Sept. 7, 2024), Redners (66 stores Aug. 1, 2024, through Sept. 25, 2024) and Giant (156 stores Sept. 13, 2024 through Oct. 24, 2024).

EXPANDED DEMAND THROUGH NEW OCCASIONS

Background:

Consumers report very high interest in buying pecans, but consumption overall (particularly in non-holiday time periods) is not rising to match this interest. As a result, pecan farmgate prices are often dictated by prices set at one point of the year vs. being more reactive to total annual demand. Our goal is to provide consumers with more and easier retail purchase opportunities – especially outside of holidays – tied to new usage occasions (snacking, cooking ingredients, healthy recipes).

Strategy:

Increase purchase frequency and usage occasions of pecans throughout the year.

Program Areas:

Awareness Campaigns, Retail Activations, Food Service & CPG Partnerships



ACTIVATION OVERVIEW:

With the majority of pecan purchases happening from October through December, it was essential for APPB to take pecans beyond the holidays and make them a year-round diet essential. By launching a new campaign, “Surprisingly Snackable Pecans,” APPB firmly entrenched pecans into the snacking occasion. Aside from making consumers aware of the campaign, APPB also focused the majority of marketing efforts in-store and in e-commerce channels to capture consumers when they were thinking about purchasing pecans.

Volume-driving channels, like food service in restaurants and universities, and partnerships with large food brands became an area of concentration for marketing efforts this year. By surrounding the consumer when shopping online, in-store or eating out, APPB could ensure pecans remained relevant during all months of the year, not just for the holidays.

RESULTS:

Awareness Campaigns

- “Surprisingly Snackable” video completion rates were nearly 60% on Amazon and 25% on YouTube (vs. 10% benchmark).
- More than 100 influencer posts generated more than 70 million video impressions with recipe inspiration and health information, and had an engagement rate of 3.6%, almost double the industry average⁵.
- Back-to-school TV segments aired in all 210 markets across the country, inspiring moms to buy pecans as a healthy snack option for kids.

Retail Activations

- For every dollar spent in e-commerce channels like Amazon and Instacart, APPB saw an increase of \$2-4 in pecan sales⁶.
- In e-commerce channels, more than 25% of purchasers were new to the pecan category⁷, providing added opportunity to turn them into repeat purchasers.
- In Instacart, “Surprisingly Snackable” videos converted the most sales, seeing a \$3 return for every \$1 spent on advertising⁷.
- In-store activities for a 6-week partnership with Kroger yielded a 15% sales lift compared to the same period the previous year⁸.
- In the 14 days after Walmart sampling events, the chain saw dollar sales rising by 61% and unit sales rising by 62% compared to the 14 days before the sampling event⁹.



⁵ AspireIQ for content gone live from Oct. 1, 2023, through Sept. 30, 2024, across Instagram, YouTube and TikTok.

⁶ Range of the return on ad spend data provided by Ad Adapted, Instacart and Amazon.

⁷ Average of the “new to brand” customer data provided by Ad Adapted (40%), Instacart (28%) and Amazon.

⁸ Data from the month of Oct., provided by retailers.

⁹ Walmart first party data 2024; Advantage Solutions.

RESULTS:



Food Service & Brand Partnerships

- APPB partnered with Mars, Inc. to launch the long-awaited SNICKERS PECAN. Now a permanent fixture on store shelves, it can be found at Dollar General, Walmart and grocery and drug stores across the country. Supporting advertising and social efforts kick off in 2025.
- APPB completed a qualitative research study with chefs and industry to understand channel opportunities and began reaching out to large restaurant chains to help innovate their menus and received interest from Bass Pro Shops, Dave & Busters and Snooze A.M.
- To help the industry be more successful in food service channels, APPB began creating sales/training materials as well as conducting a profit margin study to show the value of menu items with pecans.
- In the university space, APPB initiated contact with more than 10 university food service Aramark operators to determine areas of opportunities in food halls across the U.S.

EL PODER DE LA NUEZ

Background:

Pecans have been an essential part of Mexico's culinary heritage, with many ethnic dishes and holidays spotlighting the pecan. However, the health benefits of pecans are lesser known among Mexican consumers. With a generation growing up both embracing their culinary traditions and also looking for healthier options, APPB has the opportunity to perfectly position pecans to satisfy their taste buds while being part of a healthy diet.

Strategy:

Drive demand for pecans within Mexico through marketing efforts online and in-store through education on the "power of pecans" and recipe inspiration.

Program Areas:

Digital Awareness Campaigns and Website, Retail Activations, Media Outreach



ACTIVATION OVERVIEW:

APPB launched “El Poder De La Nuez,” a campaign touting the health benefits of pecans while delivering on taste appeal. In addition to a new website, consumers were surrounded by digital content on popular channels like TikTok and Instagram, and through national strategic media partnerships and podcasts. Additionally, APPB partnered with Soriana, one of Mexico’s largest grocery retailers, to promote pecans in the produce department through large overhead hanging banners and eye-catching displays.

RESULTS:

Digital Awareness Campaigns and Website

- Nuezpecana.org achieved more than 110 thousand visitors in less than one month.
- The dynamic site now features videos, authentic Mexican recipes and blogs that tout the health benefits of pecans and inspire action to cook and try new tasty dishes.
- Recipe videos garnered more than 16 million video views, and channels like TikTok hit an estimated 17 million impressions¹⁰.

Retail Activation

- APPB partnered with 90 Soriana In-Store Retail Promotions.
- Store locations covered approximately 80% of Mexico.¹⁰ Based on the success of the promotion, Soriana is interested in partnering again and will look to build in sales and unit lift results.

Media Outreach

- APPB partnered with several credible spokespeople, including a registered dietitian and a pediatrician, to speak with popular media personalities about the benefits of pecans.
- Interviews aired nationwide, reaching an estimated 10 million people.



¹⁰Retail, website and platform data from Plexiz Media, 2024.

INDUSTRY READINESS THROUGH SERVICE

Background:

It takes the entire supply chain to create a sustainable and profitable future for the industry. It is critical to provide access to precompetitive marketing resources for the full industry to help drive informed business decisions and impactful marketing campaigns.

Strategy:

Increase industry members' ability to activate on marketing opportunities and market intelligence.

Program Areas:

Research and Insights, Marketing Resources, Trade Outreach and Promotion



ACTIVATION OVERVIEW:

Understanding the importance of APPB's members access to the latest research, marketing insights, organization news, CEO announcements and updates on the work and results from their investments, APPB committed to improving transparency and communication. Efforts included monthly newsletters, creation of a research library, toolkits, marketing playbooks, webinars and ways for industry to easily access resources and learn about programs and results through trade partners and publications.

RESULTS:

Research and Insights

- APPB hosted several webinars to share our market research and consumer trend insights. Attendance was made up of people from across the supply chain, from growers to brand managers, marketers, processors and more.
- A research library was created on EatPecans.org with an easy-to-use interface and simplified summaries. It features more than 210 agricultural and human nutrition studies organized into 11 research categories with subcategories.

Marketing Resources

- Marketing campaigns were accompanied by activation guides and all campaign assets, guidelines and an influencer 101 playbook.
- APPB created five new fact sheets sharing overall pecan information and health benefits, with a focus on heart health and diabetes.
- Messaging maps were created to share with health professionals and consumers, working with USDA on approved language.
- The Pecan Pulse, a monthly newsletter, was established to keep industry informed of current work, results and the latest resources.

Trade Outreach and Promotion

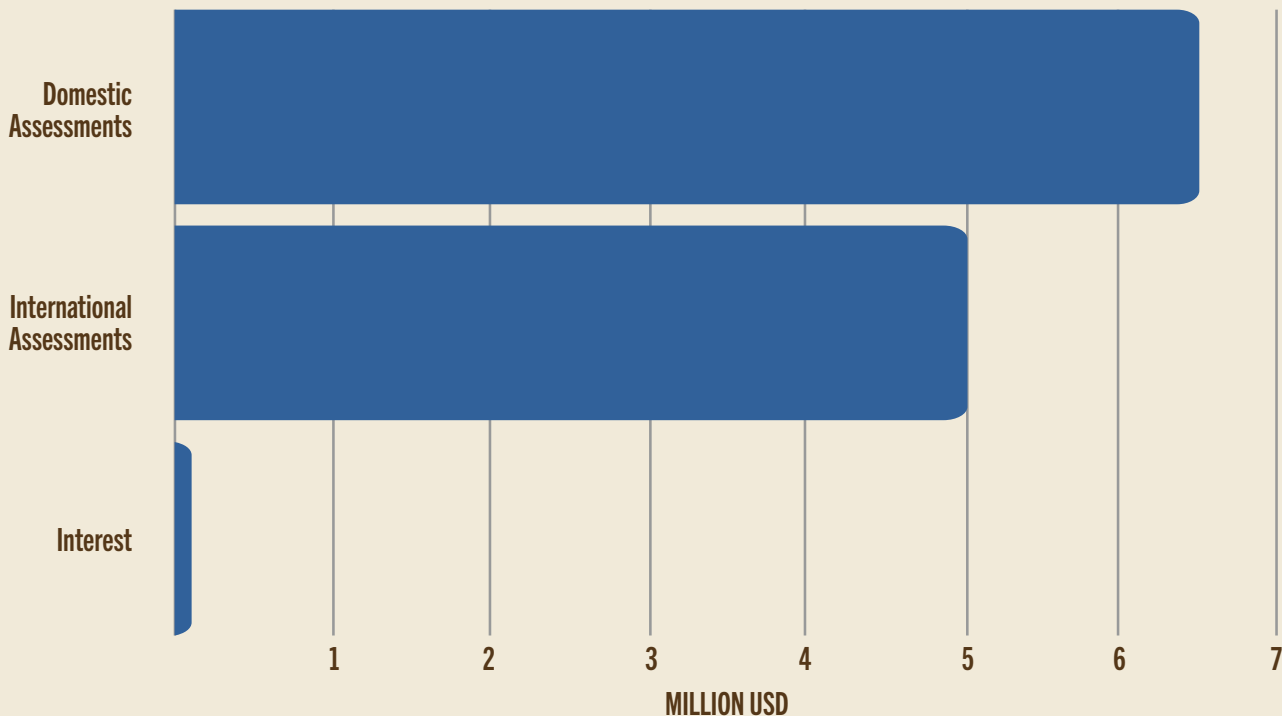
- Partnerships with several industry trades, including *National Nut Grower*, *Pecan South*, *Today's Grocer*, *Ag Daily*, *West Coast Nut* and others, helped keep members informed of work and industry perspectives.
- APPB worked with four state organizations to place "Surprisingly Snackable" billboards across the U.S. to drive local awareness of state crops, garnering an estimated 8.1 million impressions across seven billboard placements¹¹.

¹¹Lamar Advertising via Paulsen, 2024.

FINANCIAL REVIEW

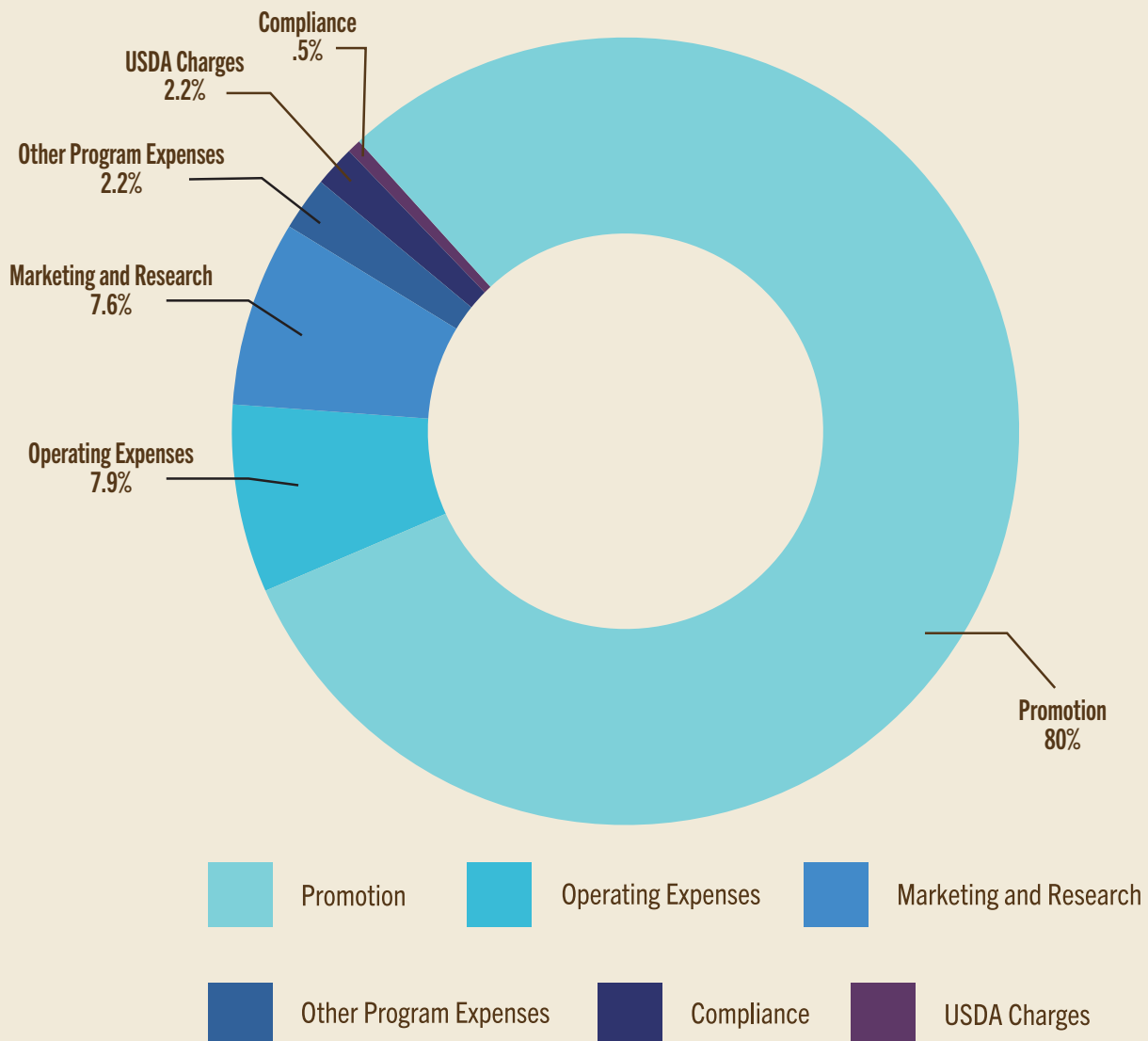


REVENUES	USD
Domestic Assessments	\$ 6,455,158
International Assessments	\$ 4,933,923
Interest	\$ 189,501
Assessments Refunds	-\$ 4,617
TOTAL	\$ 11,573,965



FINANCIAL REVIEW, CONT.

EXPENSES	USD
Promotion	\$ 6,283,841
Operating Expenses	\$ 618,565
Marketing and Research	\$ 599,828
Other Program Expenses	\$ 175,360
USDA Charges	\$ 134,719
Compliance	\$ 39,081
TOTAL	\$ 7,851,394





PECANWARD AND UPWARD

CONTACT US

The American Pecan Promotion Board is meant to be your voice in the industry and among consumers. We value your feedback and take your investments seriously. If you have any comments or questions, you can always reach us at industry@eatpecans.com.

