

Peanuts: Sustainability and Growing Your Bottom Line

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National Peanut Board

World Street Food, Local Flavor
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Why USA-grown peanuts?



one-of-a-kind
flavor

makes the exotic
familiar and the
familiar exotic

versatile

great flavor
carrier

great value

different
textures that
consumers want

in line with wellness trends

sustainable

fits global trends

gluten-free

Peanuts: The Healthful Package

30+ vitamins, minerals,
antioxidants, phytonutrients

great
source for
vitamins E, B

magnesium

folate

more protein
than any other nut



Peanuts: The Healthful Package

Cholesterol & trans fat free

REDUCES
RISK
of heart disease

high in heart protective
unsaturated fats

Improves risk
factors for: total
CHOLESTEROL, LDL
& HDL cholesterol
& triglycerides



Nobody cares more about **sustainability**
than the American grower.



A close-up photograph of a pair of hands, likely belonging to a farmer, holding a large quantity of peanuts. The hands are cupped together, and the peanuts are piled in the center. The background is a blurred green field, suggesting an outdoor agricultural setting. The lighting is warm, highlighting the texture of the hands and the shells of the peanuts.

When you begin with a flavorful, quality product...

...the possibilities are **endless.**

The Endless Possibilities of Peanuts



Chicken Satay with Peanut Sauce



Salad Rolls with Hoisin Peanut Sauce



Chef Mai Pham

On the world table and the global street

The Endless Possibilities of Peanuts



Peanut Magic Bars and Peanut Chaat



Chef Suvir Saran

On the world table and the global street

The Endless Possibilities of Peanuts



Chef Roberto Santibanez

On the world table and the global street

Even More Possibilities



Peanut Flour Flatbread Wraps
Filled With Turkey and Spicy
Chutney Mayonnaise



Bahn Mi with Pork, Pickled Vegetables,
Kettle Cooked Virginia Peanuts and a
Peanut Aioli

On the world table and the global street

The Exotic and the Familiar Side of Peanuts



Peanut-Apricot Baklava



Peanut Cotton Candy
A Take on the All American Street Food

On the world table and the global street

Connecting with all Walks of Life



FIVE GUYS

BURGERS and FRIES

On the world table and the global street

Firing on all Circuits



Peanut Consumer Popularity

Fruits - 83%

Cheese - 72%

Peanut Butter - 69%

Peanuts - 67%

Cashews - 66%

Veggies/Veggies and Dip - 62%

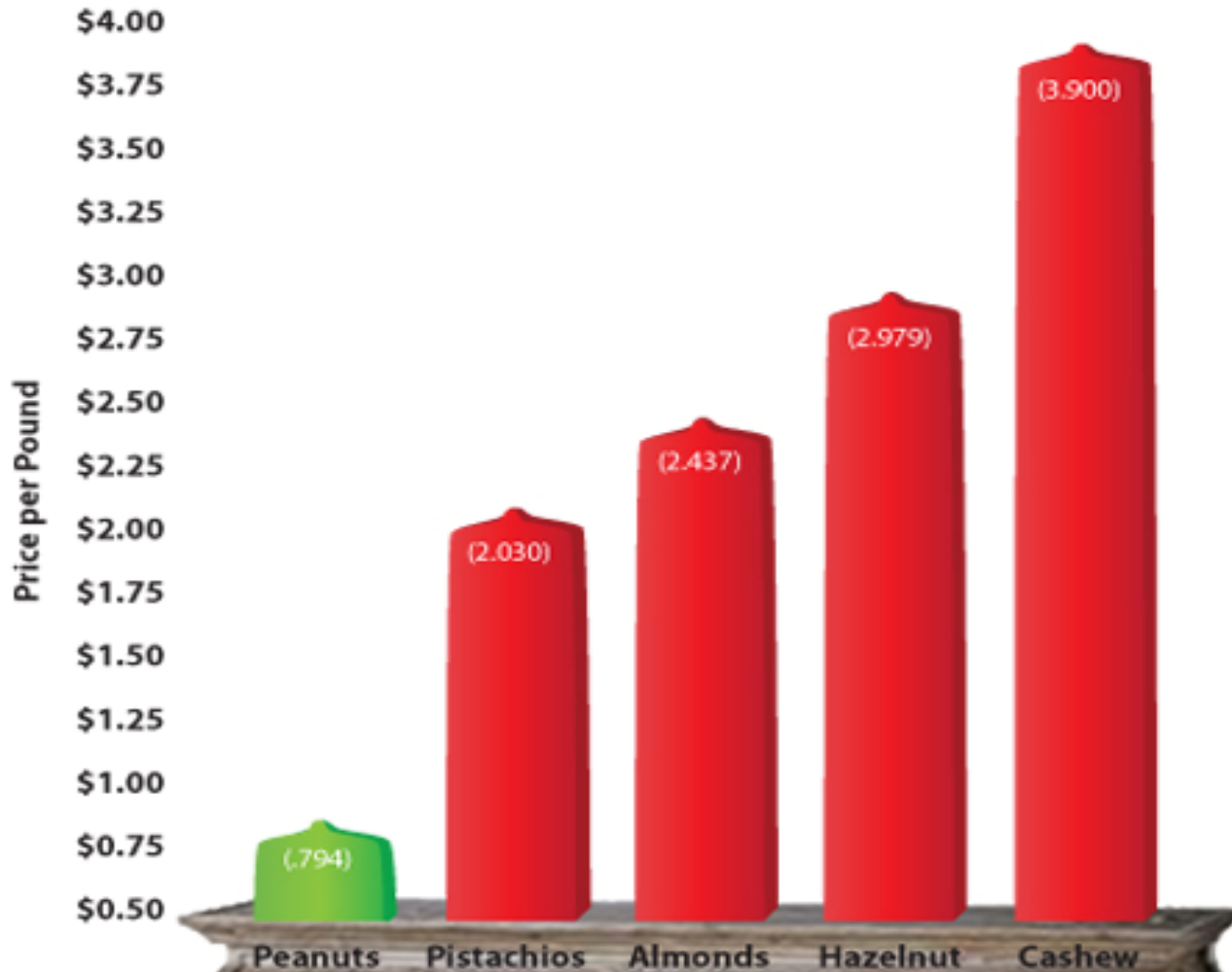
Popcorn - 55%

Almonds - 54%

Walnuts - 54%

Cereal - 53%

Peanuts: Looking out for your Bottom Line



Edible Nuts Prices at Rotterdam Markets
Source: The Public Ledger, August 11, 2008

And Adding Even More Value

We Offer:

- Food allergy education and management
 - Menu development support
- Consumer research, advertising and promotion
 - And more...



Food Allergies

affect approximately 4% of U.S. population (FAAN)

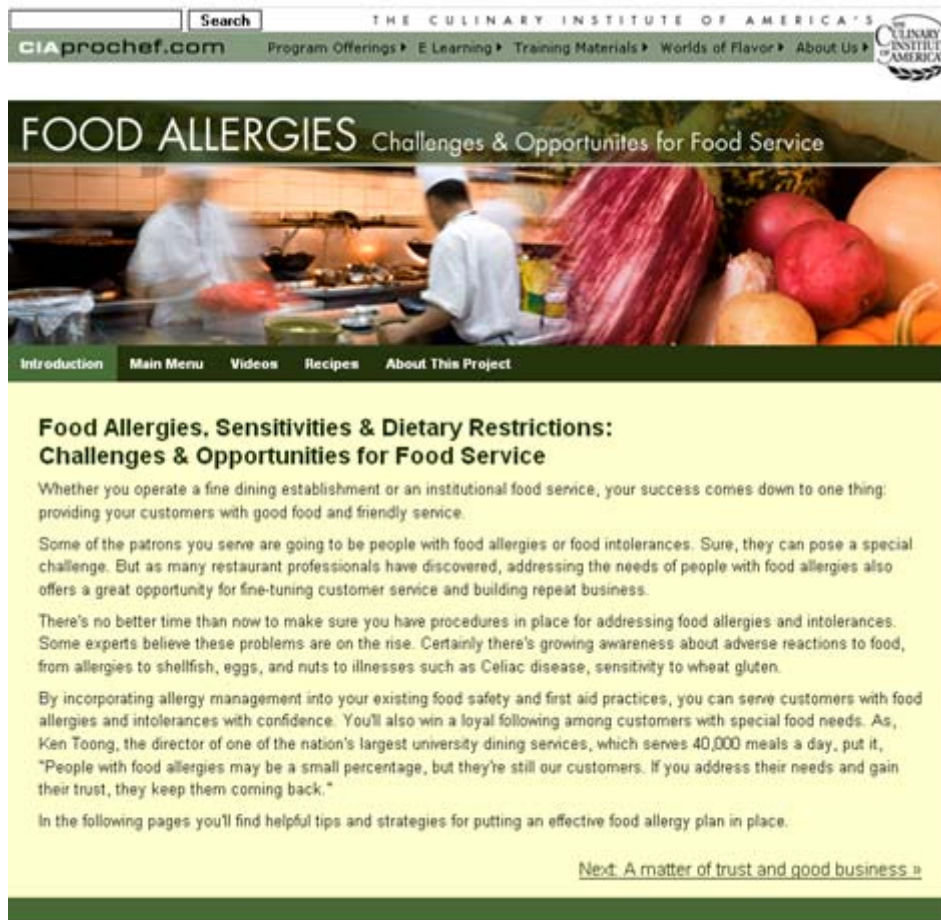
Food allergy prevalence among U.S. population:



Milk	2.5%
Fish & Shellfish	2.4%
Egg	1.3%
Peanut	0.6%
Tree Nuts	0.5%
Soy	0.4%
Wheat	0.4%

Celiac disease, which is a sensitivity to all wheat and gluten, affects 1 in 133 people with over 2.1 million undiagnosed people with celiac disease in the United States.

Manage food allergens like other health and safety issues in your kitchen: **plan. train. succeed.**



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FOOD ALLERGIES Challenges & Opportunities for Food Service

Introduction Main Menu Videos Recipes About This Project

Food Allergies, Sensitivities & Dietary Restrictions: Challenges & Opportunities for Food Service

Whether you operate a fine dining establishment or an institutional food service, your success comes down to one thing: providing your customers with good food and friendly service.

Some of the patrons you serve are going to be people with food allergies or food intolerances. Sure, they can pose a special challenge. But as many restaurant professionals have discovered, addressing the needs of people with food allergies also offers a great opportunity for fine-tuning customer service and building repeat business.

There's no better time than now to make sure you have procedures in place for addressing food allergies and intolerances. Some experts believe these problems are on the rise. Certainly there's growing awareness about adverse reactions to food, from allergies to shellfish, eggs, and nuts to illnesses such as Celiac disease, sensitivity to wheat gluten.

By incorporating allergy management into your existing food safety and first aid practices, you can serve customers with food allergies and intolerances with confidence. You'll also win a loyal following among customers with special food needs. As, Ken Toong, the director of one of the nation's largest university dining services, which serves 40,000 meals a day, put it, "People with food allergies may be a small percentage, but they're still our customers. If you address their needs and gain their trust, they keep them coming back."

In the following pages you'll find helpful tips and strategies for putting an effective food allergy plan in place.

[Next: A matter of trust and good business »](#)

ciaprochef.com/foodallergies

Menu Development, Including Gluten-free Options



Southwestern Smoked Lamb on Gluten-free Peanut Cracker



Blue Crab on Peanut Cracker



Yucatan Pork in Peanut Mole

A New Consumer Campaign for USA-Grown Peanuts



Brand Story

How many things can both fuel the body and nurture the soul?
Bring people together or keep you going when you're on your own?

Comfort with the familiar and dazzle with the exotic?

Not many when you get right down to it...

For working,
for playing,
for friends,
family and fellowship,
for culinary versatility
and creativity,

For lasting energy to do all the things you love to do, it's...



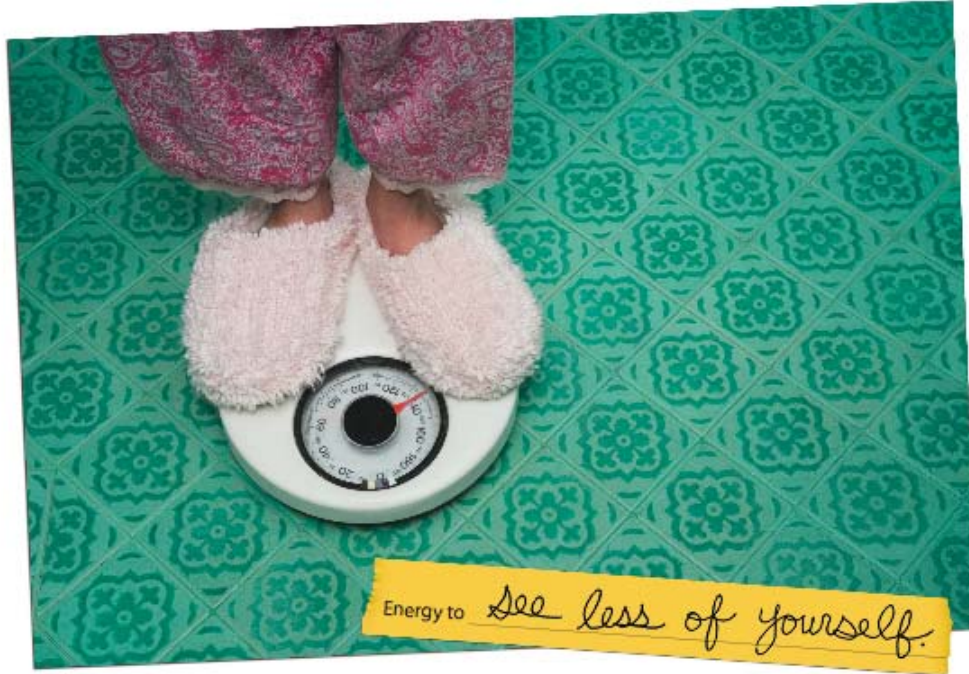


PEANUTS:
ENERGY FOR THE GOOD LIFE.™

nationalpeanutboard.org



USA PEANUTS:
ENERGY for the **good** Life.
nationalpeanutboard.org



Energy to *see less of yourself.*



PEANUTS:
ENERGY FOR THE **g**d LIFE.
nationalpeanutboard.org

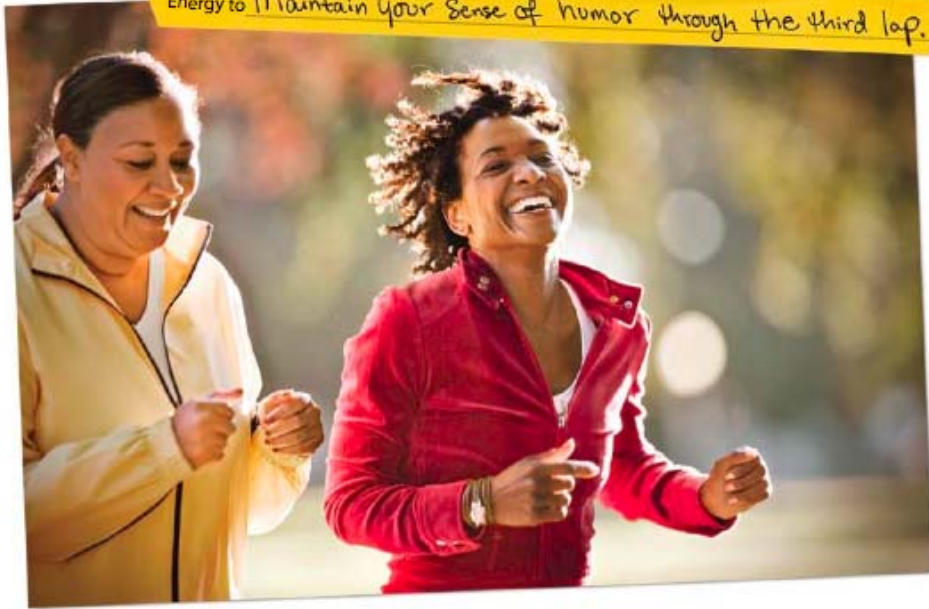


Energy to turn rubber, steel and titanium into gold.



USA PEANUTS:
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Energy to Maintain your Sense of humor through the third lap.



PEANUTS:
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Sales of Peanut Butter Are Robust

For the 4 week period ending 4/19/2009, peanut butter volume purchased by households

increased by **13.5%** over the same period in 2008

Mintel reforecast peanut butter usage up to a growth of **26%** up from an initial prediction of 12%, as, according the Mintel - people look for a healthy, and affordable source of protein.



MINTeL

Thank You and Let's Talk

