

Update on What Your National Research and Promotions Check-off has Been Up To



National Peanut Board™

2005 Georgia Peanut Tour
Columbus, Georgia

National Peanut Board Has a Three-Prong Focus

1. Lowering Costs through **Peanut Production Research**
 - Working with States, Universities and ARS
2. Building Demand through **Strategic, Integrated and Layered Marketing Promotions**
 - Public Relations and Media Outreach
 - Advertising, Sponsorships, Partnerships
 - Culinary Ingredient Strategy, Food Service and New Product Development
3. Ensuring a receptive market through **Effective Issues Management**
 - Continuous Media Monitoring and Rapid Response
 - Scientific Advisory Council
 - Allergy Research to find solutions



NPB Production Research

- Georgia- more than \$2.76 million on 62 projects
- Southern Peanut Research Initiative- more than \$4.6 million on 70 research projects benefiting all Southeast producers
- NPB's Dr. Carver Award program encourages innovation-2005 winner:
UGA Grad Student
Ekuwa E. Quist



National Peanut Board

The Power of Partnership

NPB Annual Grower Summit & APRES Annual Meeting

- Combined national meeting to bring growers and researchers together
- Research Summary Panel
 - moderated by Tyron Spearman of *Spearman Agency*
- First ever Peanut Production Research Industry-Wide Discussion Forum
 - moderated by Amanda Huber of *Peanut Grower* magazine



Culinary Ingredient Strategy-Developing Innovative Uses for Peanuts in Global Cuisines

- Working with Celebrity Chefs to develop new and innovative avenues for peanuts in global cuisines that are now appearing on menus across the country.



Heidi Krahlng



Mai Pham



Tyler Florence

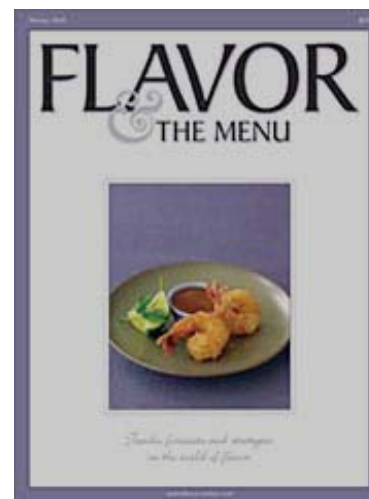
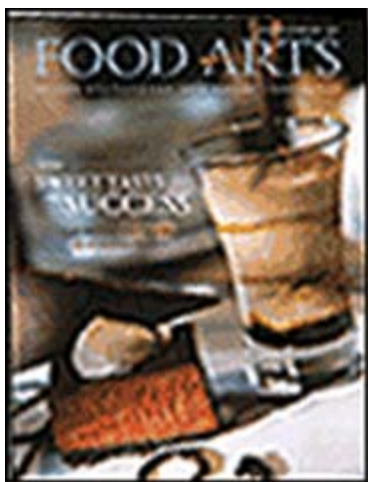


Also working with organizations and networks to position peanuts as a nutritious, tasty and versatile recipe ingredient consumers love.



Culinary Trade Strategy-Foodservice Trade Advertising

NPB is targeting the corporate and chain operator chefs, menu developers and economic decision-makers nationally in the magazines they depend on like *Food Arts*, *Culinology*, *Show Daily*, *Restaurant and Institutions* and *Flavor & the Menu*.



National Peanut Board

NPB Culinary Trade Ad Campaign

“He’s awfully quiet”

“Yes, but he’s very creative”



“He’s awfully quiet.”

“Yes, but he’s very creative.”



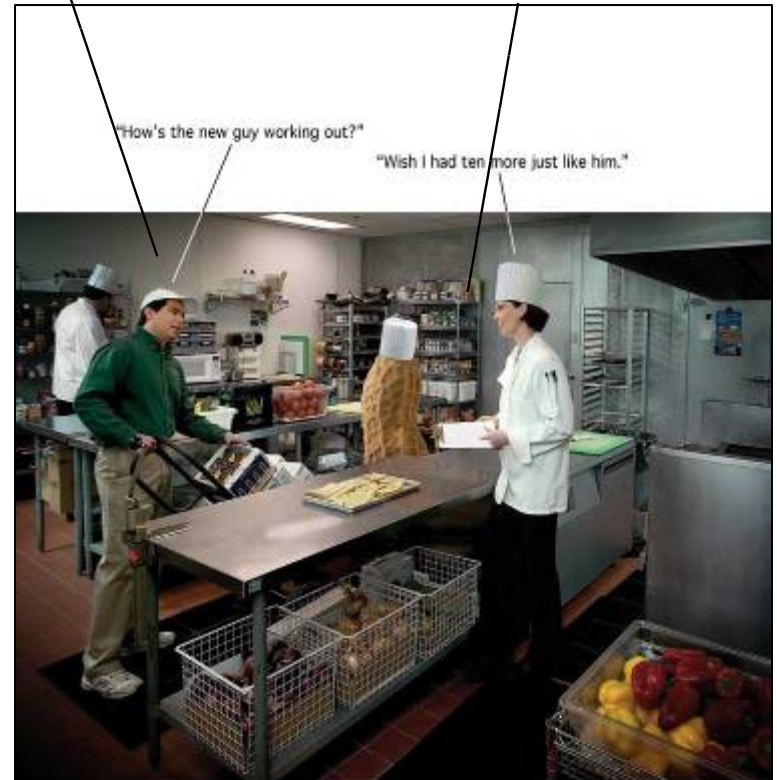
National Peanut Board

Welcome in any kitchen.

One-of-a-kind taste and texture, a great flavor carrier, versatile enough to complement any cuisine, and the high quality and consistency you’ve come to expect. What’s not to love about USA-grown peanuts? Visit nationalpeanutboard.org to feel the love.

“How’s the new guy working out?”

“Wish I had ten more just like him”



“How’s the new guy working out?”

“Wish I had ten more just like him.”



National Peanut Board

Put peanuts to work.

One-of-a-kind taste and texture, a great flavor carrier, versatile enough to complement any cuisine, and the high quality and consistency you’ve come to expect. What’s not to love about USA-grown peanuts? Visit nationalpeanutboard.org to feel the love.



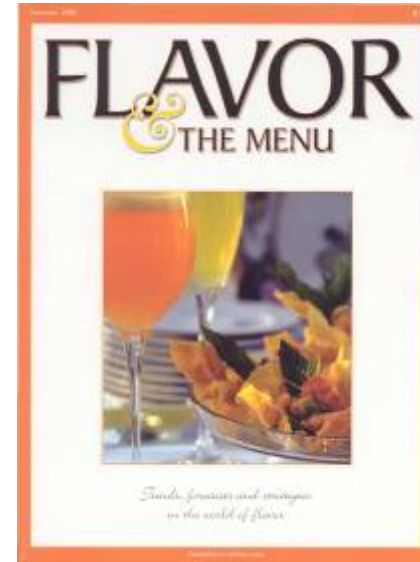
National Peanut Board

Culinary Trade Media Outreach

Demonstrating Taste, Texture & Culinary Versatility



June 2005
Circ: 38,769



Summer 2005
Circ: 25,000

*Ongoing trade media outreach helps ensure
peanuts are top-of-mind with chefs*



Consumer Outreach-Print Advertising Reaching Millions Through Their Favorite Magazines



With a total circulation of more than 29 million readers, NPB ads are in select editions of:

Southern Living, Sunset, Cottage Living, Cooking Light, O, Health, People, Everyday Food, Martha Stewart Living



National Peanut Board

Consumer Outreach – Total Advertising Campaign Creates 2 Billion Impressions Annually

- Sub-way ads reach two largest markets in USA—Chicago and New York – commuters and tourists creating over 500 million impressions alone.
- Captive audience of riders who get to experience the fun, yet beneficial messages right where they live their lives.



Just Two of our Latest Ads that Consumers Love

**It was good enough
for the King of
Rock 'n Roll.
It should be good
enough for you.**



A friendly reminder from America's Peanut Farmers
www.nationalpeanutboard.org

**Looking for a high
performance
snack?**



A friendly reminder from America's Peanut Farmers
www.nationalpeanutboard.org

One serving of dry roasted peanuts (30 grams) contains 12 grams of unsaturated fat and 2 grams of saturated fat, and 0 cholesterol.



National Peanut Board

Consumer Media Outreach

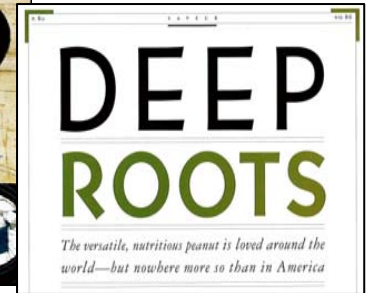
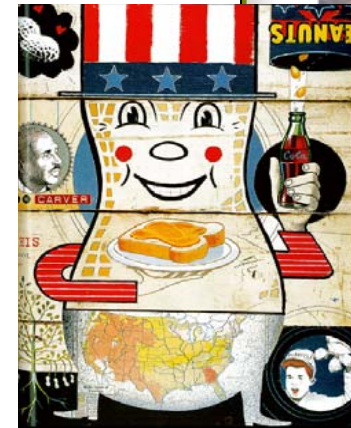
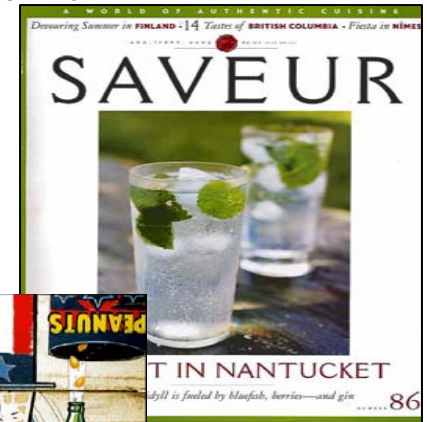
Showing New & Different Ways to Enjoy Peanuts



July 2004



SeaWorld/Busch
Gardens Tour 2005
12 news stories



Aug./Sept 2005

Ongoing outreach helps educate consumers about peanuts, including recipes, new products, nutrition and much more



Busch Entertainment Partnership—Spurring Demand through Daily Peanut Menu offerings, Building Awareness through Publicity & Promotions

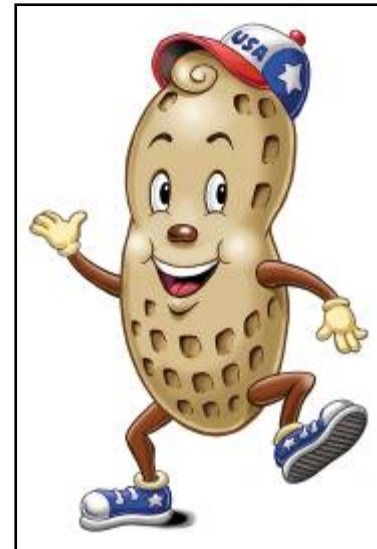
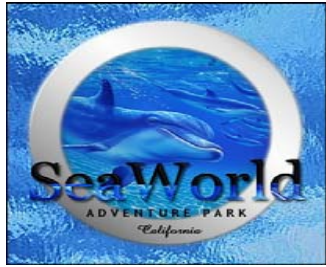
More than 10 million annual park visitors introduced to the great taste and versatility of USA-grown peanuts with new, added Peanut Menu items for increased consumption.



- On-site satellite media tour
- Summer travel pitch to national newspapers
- Outreach to agriculture and Christian radio networks
- Local market publicity toward radio and TV stations



Busch Entertainment Partnership–NPB Mobile Marketing Tour is a Hit



Tour Schedule

- SeaWorld Orlando: June 25 – July 3
- Annual Meeting: July 11 – July 13
- Busch Gardens Williamsburg: July 16 – July 24
- SeaWorld San Antonio: July 30 – August 7
- SeaWorld San Diego: August 13 – August 21



Busch Entertainment Partnership—National Satellite Media Tour Reaches Millions



Millions Learn About the Culinary Versatility and Great Taste of USA-Grown Peanuts With SeaWorld's Chef Lenny

Total Airings: 225 Markets

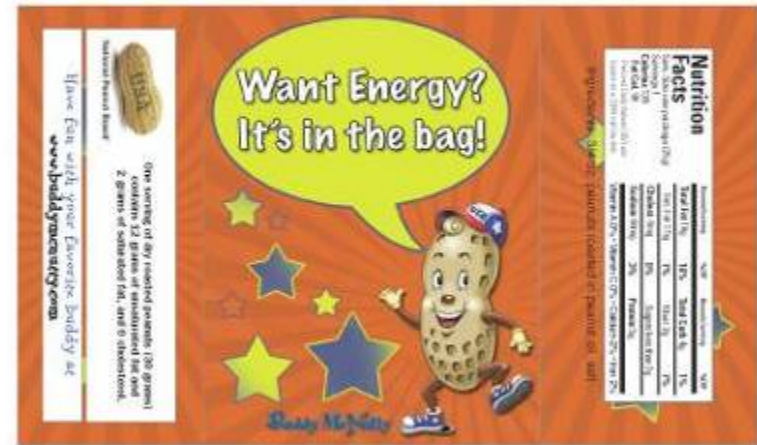
Consumers Reached: 5 million+



- Demonstrated versatility, nutrition, USA-grown quality and fun with recipes featured in BEC parks
- June 23, 2005



Busch Entertainment Partnership– Orlando Sea World's Halloween Spooktacular 2005



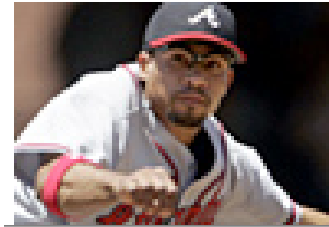
- October 8-9, 14-16, 22-23 and 29-30, 2005
- 30,000 visitors per day for 9 days
- USA Grown Peanuts and Buddy McNutty will sample peanuts throughout the event
- Alternative to candy; NPB identified on all in-park signage for event
- Gaggles of goodies and safe Halloween fun await everyone with pint-sized, fiendish festivities



Atlanta Braves Partnership



- Two, Buddy McNutty Days!
 - First 2,500 kids get a Buddy doll
- Week-long radio and in park promotion precedes Buddy days.
- All Season long: Color vision spots, TV monitor banners, Matrix board recognition
- Bleacher Brigade with NPB messaging items



**Peanuts may be good
for your heart.**

(Now that's something to chew on.)



A friendly reminder from America's Peanut Farmers*
www.nationalpeanutboard.org

*Scientific evidence suggests that diets rich in peanuts may help reduce the risk of heart disease. As part of a diet low in saturated fat and cholesterol. ©2008 National Peanut Board

**13 vitamins, 26 minerals,
& most definitely chewable.**



A friendly reminder from America's Peanut Farmers*
www.nationalpeanutboard.org

One serving of dry-roasted peanuts (34 grams) contains 10 grams of unsaturated fat and 2 grams of saturated fat, and 11 vitamins.



National Peanut Board

Partnerships in Action

We're working with partners to leverage grower dollars for maximum results.

Partnerships with Smucker's and Skippy are just two that continue to produce positive results.

Skippy:

- 175+ Military Commissaries in all 50 states
- 11+ million grocery shoppers
- 500,000+ *Family* magazine readers with ads and editorial
- High in-store visibility with retail display contest and consumer contest
- Manufacturer coupon tie-in for measuring sales results

JMSmucker Co.

- Co-promotional sampling program
- Weekly Reader Teacher curriculum kit reaching teachers and kids in top demographic areas of the country



National Apple Month – Third Year



Results:

- Participation:
 - **1,025** Entries
 - **43** States
 - **Major Chains**
 - **Winners spanned U.S.**

Avg. Length of Display: **17**
days

Avg. Sales Increase:

- **Peanuts: 22%**
- **Peanut Butter: 22%**
- **Other Peanut Products: 83%**



Consumer Outreach—Hot Trends in Healthy Food & Lifestyles 2005



- Multiple airings on the *Scripps Network* programs plus 59 affiliate stations (June and early July)



- Program reached over 85 million households nationwide



National Peanut Board™



National Peanut Board™

NPB Co-Promotions with Peanut States Paying Off

- **Second year** of our state co-promotion program reinforces our alliance with our state grower organizations and extends our national messages into peanut production areas—SE, SW & VC.
- In **Georgia**, NPB partnered with **PAB** to bring you extensive coverage on Turner South with two TV commercials featuring Georgia Peanut Growers and a partnership with the Rick & Bubba Radio Show. The radio spots featured specific peanut benefit messages and the radio commercial hit the audiences in a fun, yet educational way.



Maintaining a Receptive Market through Issues Management

NPB works to ensure a receptive market for USA-Grown Peanuts by using a comprehensive Issues Management Plan with several components.

- Scientific Advisory Council
- Continuous Media Monitoring
- Crisis Readiness and Answer Bureau
- New Product Assistance



National Peanut Board

Thank You for Your Time

