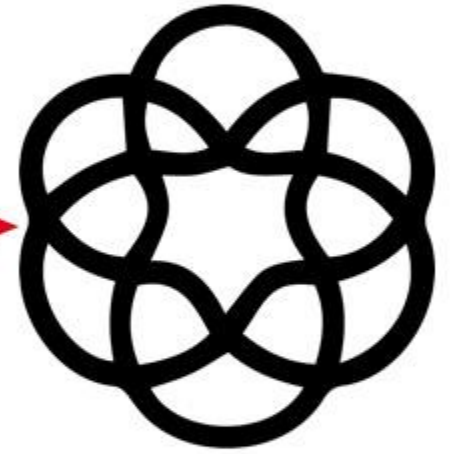
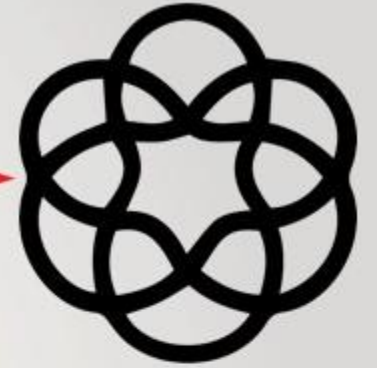


The Peanut Institute Update



USA Peanut Congress
June 24, 2019
Dr. Darlene Cowart

TPI Timeline



TPI Created

Started by group of Shellers who found a great need for peanut nutrition research & turn around declining consumption.

1996

20 years

Published Nutritional Research at Prestigious Universities Worldwide

TPIF Created

The Peanut Institute Foundation was chartered. 100% of Honor Roll goes to TPIF Research.

2007

2016

New Board Members & Officers voted to Begin a Strategic Planning Process for the Peanut Institute

Strategy Meetings

Strategic Planning Process Began

2017

2018

Additional Staff Hired & Execution of Strategic Plan Begins

Plan Implemented

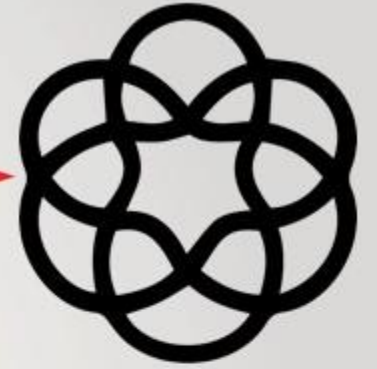
TPI Mission Statement



Doing our part in creating a healthier world....

We grow awareness of the health and wellness benefits of peanuts and peanut products through targeted research and communication.

TPI Strategies



Create the Structure and Process that Enables Us to Engage in Targeted Research on Peanuts



Develop and Deliver a Unified Health and Wellness Message



Collaborate with Industry Partners to Strengthen the Industry



Rebrand and Re-energize TPI

The Peanut Institute Foundation



TPIF Board

Dr. Darlene Cowart, Chairman *Birdsong Peanuts*
Ali Hill, Vice-Chairman *Golden Peanut & Tree Nuts*
John Powell, President *The Peanut Institute*

Dallas Barnes *Severn Peanut Company*
Charles Birdsong *Birdsong Peanuts*
George Birdsong *Birdsong Peanuts*
Chad Chandler *Olam / McCleskey*
Donald Chase *Georgia Peanut Commission*
Grace Couch *Golden Peanut & Tree Nuts*
John Gray *Williston Peanuts*
Steve Huber *Birdsong Peanuts*
Jeff Johnson *Birdsong Peanuts*
Bret Keough *Golden Peanut & Tree Nuts*
Julee Brooke Lewis *Premium Peanut*
Chris Leibold *The J.M. Smucker Company*
Victor Nwosu *Mars*
Clint Piper *Golden Peanut & Tree Nuts*
Dan Ward *National Peanut Board*
Sally Wells *Birdsong Peanuts*
Karl Zimmer *Premium Peanut*

Research Committee

Dr. Darlene Cowart, Chairman *Birdsong Peanuts*

Sherry Coleman Collins *National Peanut Board*
Dr. Jack Davis *JLA*
Jim Elder *The J.M. Smucker Company*
Ali Hill *Golden Peanut & Tree Nuts*
Victor Nwosu *Mars*
Ed Parker *Golden Boy Foods*
John Powell *The Peanut Institute*
Dr. Samara Sterling *The Peanut Institute*





The Peanut Institute Foundation

Honor Roll of Investors 2019



PLATINUM LEVEL

American Peanut Shellers Associate Board
National Peanut Board
The J.M. Smucker Company

GOLD LEVEL

American Peanut Growers Group, LLC
Georgia Peanut Commission
Mars Wrigley Confectionary
Southern Ag Carriers, Inc.
Western Peanut Growers Association

SILVER LEVEL

American Blanching/Golden Boy Foods LTD
JLAI
Lewis M. Carter Manufacturing Co.
National Peanut Buying Points Assn.
Olam Edible Nuts
Panhandle Peanut Growers Assn.
Texas Peanut Producers Board

BRONZE LEVEL

Algood Food Company
Georgia FSIS
J.R. James Brokerage, Inc.
John B. Sanfilippo & Son, Inc.
M.C. McNeill & Company, LLC
O'Connor & Company, Inc.
South Carolina Peanut Board

PATRON LEVEL

Advanced Trailer
A.L. Schutzman Co.
Alabama Peanut Producers Assn.
Alimenta Agri, LLC
Amadas Industries
American Peanut Council
Bridge Import Group
C.H. Robinson
Charles Birdsong
Cook Industrial Electric Co.
Dothan Warehouse
Early Trucking Company
Florida Peanut Producers Assn.
Georgia Cold Storage
Jack Wynn & Company LLC
Kelley Manufacturing Company
Lovatt & Rushing, Inc.
Peanut & Tree Nut Processors Assn.
Peerless Manufacturing Company
Protein Plus, LLC
RCB Nuts, LLC
Sessions Company
SGL International, LTD
Southeastern Fumigants, Inc
Syngenta Crop Protection, Inc.
Vicam, A Waters Business

BENEFACTOR LEVEL

American Peanut Marketing Assn.
Buhler, Inc.
EWR, Inc.
Forrester Seed, Inc.

BENEFACTOR LEVEL

Mauldin & Jenkins, LLC
National Peanut Brokers Assn.
North Carolina Peanut Growers
Pardoe's Perky Peanuts, Inc.
Peanut Butter & Company
Satake USA, Inc.
Southeastern Gin & Peanut
Specialty Sales Company
Tabb & Associates, Inc.

SPONSOR LEVEL

Almond Street Cold Storage
Arway Confections, Inc.
Barcelona Nut Company
BEER NUTS, Inc.
Belmont Peanuts
Brad Lanier Oil Company, Inc.
Entech Systems Corporation
GA Ag Logistics, LLC
Hubbard Peanut Company, Inc.
International Service Group
Mazur and Hockman, Inc.
Mississippi Peanut Growers Assn.
Oklahoma Peanut Commission
Once Again Nut Butter, Inc.
Peanut Growers Coop Marketing Assn.
Southwest Georgia Farm Credit
Triangle Chemical Company
Virginia Peanut Growers Assn.

FOUNDERS

American Peanut Shellers Assn.
Birdsong Peanuts
Damascus Peanut Company
Golden Peanut & Tree Nuts Co.
Olam Shelling Company, Inc.
Premium Peanut, LLC
Severn Peanut Company
Southern Peanut Company
Trico Peanut, LLC
Williston Peanuts Inc.

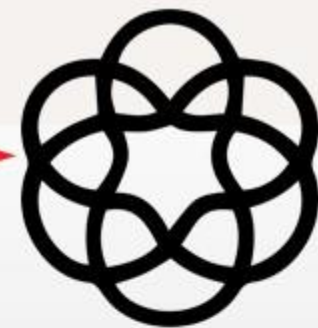


Charles Birdsong
Development Chairman



Samara Sterling, PhD

Research Director



Education focused on nutrition science, clinical leadership and expertise in the use of plant-based nutrition for the prevention and treatment of chronic diseases.



2019 RFP Statistics



21

Proposals received



12 states



4 countries



3

Proposals chosen

+1 bonus project

The Peanut Institute Foundation



2018-19 FY Income

Investment from TPI	\$200,000
Honor Roll	
Industry Investment	<u>\$258,125</u>
TOTAL TPIF INCOME	\$458,125






2018-19 FY Research Expense

Harvard School of Public Health	\$80,000
MIND Study	\$10,000
PRISM Project – Univ. Houston	\$50,000
Auburn – Peanut Powder & Muscle Growth	\$174,916
University of Barcelona – Peanuts Gut Microbiome & Cognition	\$169,940
University of Toronto – Portfolio Diet – CVD	\$24,000
TOTAL RESEARCH EXPENSE	\$508,856





Research update



2018 Projects

Research Institution	Area of Research
 HARVARD UNIVERSITY	Identifying gut bacteria produced by peanut and peanut butter consumption, and how this affects risk of cardiovascular disease and diabetes
 VANDERBILT UNIVERSITY	Examining how peanut consumption may lower cardiovascular disease risk through changes in gut bacteria
 PennState	Observing how peanuts as an evening snack affects blood sugar, cardiovascular disease risk, and gut bacteria

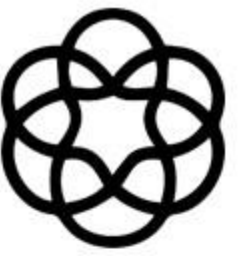
2019 Projects

Research Institution	Area of Research
 UNIVERSITY of HOUSTON	The effect of peanut/peanut butter on academic performance in adolescents when eaten with breakfast and lunch.
 AUBURN UNIVERSITY	The effect of peanut powder usage on muscle growth and quality in older adults.
 UNIVERSITAT DE BARCELONA	The effect of peanut/peanut butter consumption on cognition and the gut microbiome in college students.
 BONUS HARVARD UNIVERSITY	The effect of a plant-based diet that emphasizes peanut/peanut butter on markers of healthy aging and cognitive function

Ongoing support



Portfolio Diet



**A healthy diet that
includes peanuts
protects against
heart disease,
cancer, and diabetes**



A woman in a lab coat is pointing at a central icon in a network of scientific and medical icons. The icons include a flask, a stethoscope, a DNA helix, a heart with an ECG line, a pill, and an atom. The background is a solid blue color.

Peanut Nutrition Research Library

The Peanut Nutrition RESEARCH LIBRARY



Search all the latest studies and findings on the benefits of peanuts



Search

Topic:

Keyword:

Author (Last name):

Journal:

Year:

[View All](#)

Methods/Results are explained in simple language, with links to the original studies



Key Findings

Nuts were associated with a reduced risk of mortality. **Peanut consumption reduced mortality risk by 23%**. Similar benefits were found for peanut consumption and cardiovascular disease.

[VIEW FULL ARTICLE](#)

Discover the evidence of peanut's protection from heart disease, diabetes, cancer, cognitive decline, and more!



www.peanut-institute.com/research-library

The Peanut Institute



Board of Trustees

Dr. Darlene Cowart, Chairman *Birdsong Peanuts*
Ali Hill, Vice-Chairman *Golden Peanut & Tree Nuts*

Dallas Barnes *Severn Peanut Company*
Charles Birdsong *Birdsong Peanuts*
George Birdsong *Birdsong Peanuts*
Jamie Brown *Olam / McCleskey*
Chad Chandler *Olam / McCleskey*
Grace Couch *Golden Peanut & Tree Nuts*
John Gray *Williston Peanuts*
Greg Harnish *Birdsong Peanuts*
Steve Huber *Birdsong Peanuts*
Jeff Johnson *Birdsong Peanuts*
Bret Keough *Golden Peanut & Tree Nuts*
Julee Brooke Lewis *Premium Peanut*
Clint Piper *Golden Peanut & Tree Nuts*
Sally Wells *Birdsong Peanuts*
Karl Zimmer *Premium Peanut*

Executive Committee

Dr. Darlene Cowart, Chairman *Birdsong Peanuts*
Ali Hill, Vice-Chairman *Golden Peanut & Tree Nuts*

Chad Chandler *Olam / McCleskey*
John Gray *Williston Peanuts*
Steve Huber *Birdsong Peanuts*
Karl Zimmer *Premium Peanut*
John Powell *The Peanut Institute*



Miriam Crosby

Marketing & Communications Dir.



Worked with The Peanut Institute since its incorporation in 1996; Extensive experience managing marketing, communications, industry relations, events, and publications in the peanut industry.

TPI Marketing Committee

Ali Hill, Chairman

Golden Peanut & Tree Nut

Grace Abbott *Golden Peanut & Tree Nuts*

Jamie Brown *Olam / McCleskey*

Dr. Darlene Cowart *Birdsong Peanuts*

John Gray *Williston Peanuts*

Karl Zimmer *Premium Peanuts*

Miriam Crosby *The Peanut Institute*

John Powell *The Peanut Institute*

Dr. Samara Sterling *The Peanut Institute*



What makes peanuts a superfood?

Unique components of peanuts that don't always appear on a food label

Resveratrol

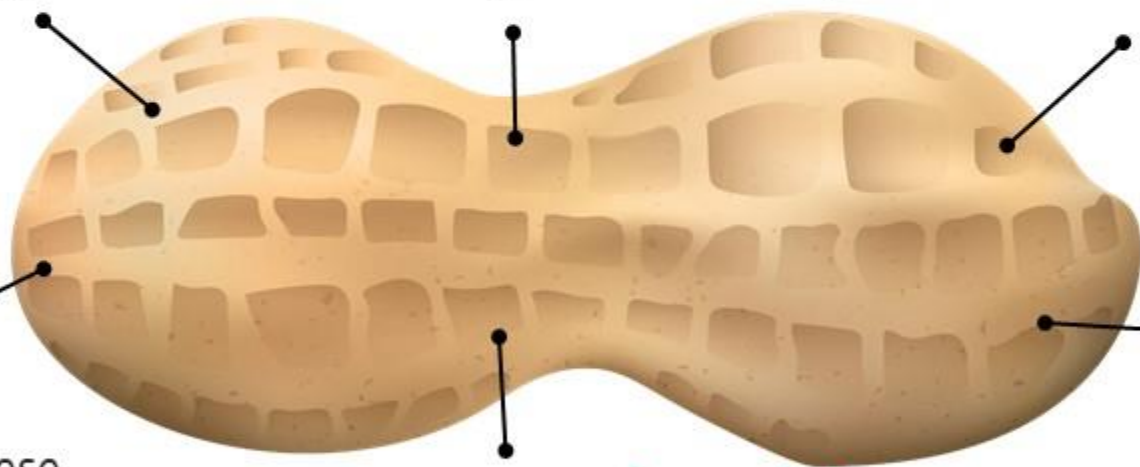
- Polyphenol in red wine & peanuts
- Antioxidant that protects against cancer and heart disease

Arginine

- More in peanuts than any other nut
- Relaxes blood vessels/good for heart
- Protects against erectile dysfunction

Niacin

- Excellent source of niacin
- Associated with 70% reduced risk of Alzheimer's disease



Manganese

- Excellent source of manganese
- Helps to improve bone health
- Helps control blood sugar
- May lower incidence of seizures

p-coumaric acid

- Phenolic acid found in peanuts
- May protect against anxiety/depression
- May protect liver and kidneys from damage

Biotin

- Good source of biotin
- Beneficial for hair, skin, and nails



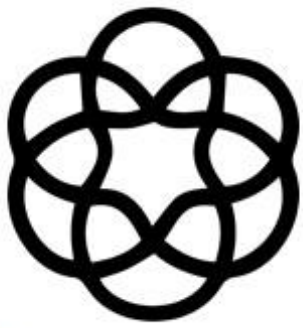
Peanuts are a **SUPER FOOD**



The
Peanut Institute
HEALTH | RESEARCH | EDUCATION

Campaign Highlights

- Launched Fall 2018
- Press Release
- Time Square Billboard
- Infographics
- Endorsement by Pres. Carter
- Social Media Campaign
- Peanut Influencers Spread Messaging
- Industry Partners Shared Superfood Message



Industry Involvement



Grassroots Campaign



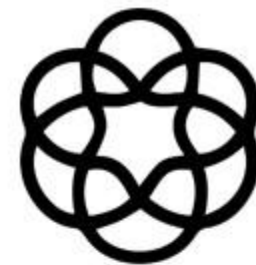
Peanut Palooza



RUTF – RUSF Feeding Program NGO Meeting



Industry Involvement



Superfood Campaign Kickoff





Industry Involvement



Media Tour at the
Culinary Institute



The
Peanut
Institute

National
Peanut Board 





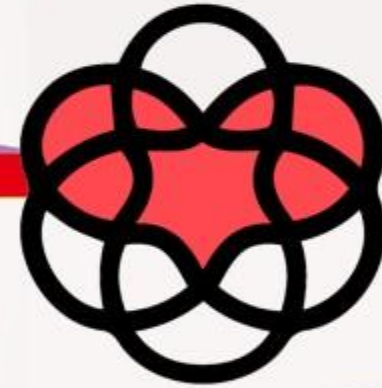


Partnership Programs



Health & Wellness Meeting

- Held in November Each Year
- Industry Collaboration
- Latest Peanut Research
- Industry Trends
- Forum for Discussion with Manufacturers



Companies Represented

National Peanut Board



MARS



Southern Peanut Growers

PEANUTS:

A Superfood with Super Powers

This nutrient-rich powerhouse rises to superfood status by delivering superior health benefits in a small serving.



**ONE
OUNCE**

Serving

Approximately
35 peanuts

**19 vitamins
and minerals**

many of which fight
heart disease

**7g of
protein**

to feel full and can
contribute to lower
blood sugar

**Bioactive
compounds**

shown to help reduce
cardiovascular disease
and cancer risk, lower
inflammation and
cholesterol & improve
blood flow

Healthy fats

that help decrease "bad"
LDL cholesterol and
increase "good" HDL
cholesterol

Fiber

which can contribute
to lower levels of LDL
cholesterol



President Carter's Endorsement



"If you want to live a long and healthy life, like me, just eat PEANUTS!"



The Peanut Institute Staff



John Powell
President



Dr. Samara Sterling
Research Director



Miriam Crosby
Marketing &
Communications Director



Anita Lindsey
Financial Director



Cynthia Smith
Administrative Assistant



Kirstin Collins
Publications & Events Director

Research

- Research Director
- Functioning Research Committee
- Funding key research annually
- Functioning Research Library

Marketing

- Marketing Director
- Active social media accounts
- Targeted messaging & key themes established
- Active Marketing Committee

TPI successes

Collaboration

- Strategic Partnerships
- Shared messaging with industry partners
- Collaboration on trade shows and industry events

Re-branding & re-energizing

- Logo
- Website
- Social Media Channels
- Industry Partner Visits
- TPI Value Proposition
- New Board Structures for TPI and TPIF

Summary

- TPI continues to gain **momentum** using the strategic plan
- Research on peanuts is moving into **new areas** that have not been researched before
- The industry is **working together** on the health and wellness message
- **Collaboration** is at an all time high
- We have a **wonderful staff** working to achieve the overall goals of TPI

“Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life.”

-Amy Poehler

*Thank
you!*



The
**Peanut
Institute**

