



SPOTLIGHT ON PECANS: EXPANDING THE MARKET

*An Overview of the NPSA Marketing,
Promotion & Research Program*

Jon Krueger
Communications Specialist
National Pecan Shellers Association
Atlanta, GA
jkrueger@kellencompany.com

The National Pecan Shellers Association's Marketing, Promotion and Research Program was founded in 1998 in order to promote awareness of pecans as a healthful source of nutrition and conduct research into health benefits related to eating pecans. Over the past decade, three NPSA-funded medical studies have been published in major medical journals. In 2001, data from a study at Loma Linda University suggests pecans may help lower LDL "bad" cholesterol levels. In 2006, a follow-up study at Loma Linda confirmed the protective effects of pecans due to their high level of antioxidants. This year, findings from a study at the University of Massachusetts will be published. Data suggests pecans may provide protection for the nervous system. As a result of NPSA's promotional campaigns, thousands of media reports have publicized the many health benefits of eating pecans over the past 10 years or so.

The NPSA program's primary objective is to improve the market for pecans and pecan products. Currently, pecans make up about 8% of all consumer sales in the Nuts & Seeds category, according to Nielsen data. Pecans claim the second-largest share of consumer consumption among all nuts in the baking category (27%), behind only walnuts. However, in the consumer snacking category, pecans claim less than 1% of the total share. One aim of the NPSA program is to keep pecans strong in the baking category while improving share of consumption in the snacking category.

Unlike other national commodity programs, the NPSA Marketing, Promotion and Research Program is funded entirely by voluntary contributions from supporters throughout the pecan industry (e.g., shellers, growers, brokers, accumulators, suppliers, manufacturers, etc.). This industry-wide effort will only remain strong with the continued support of all stakeholders throughout the pecan industry. If you would like to contribute to the program, please contact NPSA Headquarters at 404-252-3663.