



## American Peanut Council

*Shaping the Future of the Peanut Industry*  
Join Today at [www.peanutsusa.com/membership](http://www.peanutsusa.com/membership)

### About APC

The American Peanut Council (APC) is the umbrella trade association representing all segments of the U.S. peanut industry. APC is a non-profit, member-driven association.

The APC serves its members by supporting the general health and welfare of the peanut industry. Our mission is to:

- Provide a forum for all industry segments to exchange & process information
- Provide leadership in Issues Management
- Serve as 'The Voice' for the industry
- Promote the consumption of U.S. peanuts and products internationally
- Fund, monitor, and prioritize selected research that affects the peanut industry

### Join APC Today and. . .

- Grow Market Share
- Develop New Markets
- Connect with Industry Experts
- Be on the Forefront of Industry Issues

We put YOU in contact with the people, companies, services and information in the peanut industry to improve your bottom line.

[www.peanutsusa.com](http://www.peanutsusa.com)



### APC Offers Access

APC offers many valuable benefits while serving the diverse needs of the industry:

- Access to Industry Information and Subject Matter Experts
- Issues Management
- Crisis Communications Assistance
- Networking
- Online Member Database
- Food Safety Resources
- Export Promotions and Market Information
- Standards Promotions
- Education and Training
- APC Career Center
- Discounts for Peanut Events, Conferences, and other services
- Workers Compensation Insurance (provided by J. Smith Lanier & Co.)
- and so much more. . .

### The Peanut Foundation

Directs and supports peanut



research on behalf of all segments of the peanut industry, to create a safer product, improve quality, and reduce costs of production and processing.

Currently, the Peanut Genomics Initiative is a committed step by the Foundation and the international research community to meet the needs of the peanut industry through genomics and biotechnology.

## APC Works for You Food Safety

APC leads the industry in developing best practices and training on food safety and represents the industry in crisis management – providing industry, government, media, and consumers with answers to questions on food safety and pesticide issues.

## Export Promotion

APC manages a \$3.5 million annual grant from the USDA to promote U.S.-grown peanuts and peanut products. Staff in Alexandria and London work with International and European trade to oversee global promotional activities, allowing many international products to proudly wear the “Quality USA” logo.

## Standards



We work to provide uniform standards in the industry and utilize new technology for greater efficiencies. Examples include:

- The electronic Trade Document Exchange program (eTDE) converts paper quality documents to a secure electronic format to improve efficiencies for members and customers.
- The Tote Bag Taskforce establishes uniform specifications and procedures for tote bags that allow the industry to reduce costs and increase efficiency.

## Information and Communication

Through flash emails, monthly newsletters, weekly news summaries, publications, and our website ([www.peanutsusa.com](http://www.peanutsusa.com)), APC is an invaluable information resource for your staff. We also provide statistical data, weekly posted prices, and other USDA announcements. Our well-established team is here to keep you up-to-date with the latest intelligence on the global peanut industry, providing a one-stop-shop for all your information needs.



## Peanut Butter for the Hungry

A humanitarian initiative of the peanut industry in the U.S. (growers, shellers, manufacturers, and allied industry members) to help malnourished children in places where resources are limited by providing protein-rich peanut butter and peanut-based “ready-to-use therapeutic food” (RUTF). RUTF is revolutionizing the treatment of severe malnutrition.



## Join Today! Here's How:

Online at: [www.peanutsusa.com/membership](http://www.peanutsusa.com/membership)

## Or Contact Us

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## International Sites

**UK:** [www.peanutsusa.org.uk](http://www.peanutsusa.org.uk)

**Canada:** [www.peanutbureau.ca/Canada](http://www.peanutbureau.ca/Canada)

**Mexico:** [www.cacahuatesusa.com/Mexico](http://www.cacahuatesusa.com/Mexico)

**Germany:** [www.peanutsusa.org.uk/Europe](http://www.peanutsusa.org.uk/Europe)