February 2012

DOMESTIC NEWS AND UPDATES

Join us in Charleston for the USA Peanut Congress

Mark your calendars! The 2012 USA Peanut Congress will be held June 16-20 at Charleston Place Hotel, Charleston, South Carolina. Now is the time to reserve and plan for your company’s exhibitor and/or sponsorship opportunities. A limited number of exhibit tables are available to APC/APSA members for $500 ($995 for non-members). Be visible to your market and reserve your table today.

With Charleston such an appealing venue, we expect a large turnout this year so don’t wait long to make your hotel reservation. Only a limited number of rooms are available in the block at the special rate of $239 until May 23rd, and they will sell out well before then.

A great way to get your company and products in front of industry members is through convention sponsorship. Sponsorship opportunities are as follows:

- **Platinum ($5,000):** Includes free table top exhibit; 2 complimentary registrations; sponsorship of social function; an email blast to all attendees, and recognition at the General Business session.
- **Gold ($2,500):** Includes free table top exhibit; 1 complimentary registration; sponsorship of hospitality suite and program recognition.
- **Silver ($1,000):** Includes free table top exhibit and program recognition
- **Bronze ($500):** Includes Program recognition.


APC to Hold Totebag and eTDE Task Force Meetings in March

In conjunction with The Peanut Foundation Research meetings, the APC will be holding Totebag and Electronic Trade Document Exchange Taskforce meetings in March.

The hotel cut-off is March 1st so don’t delay!

**Totebag Taskforce**

Buyers of totebags and totebag manufacturers are invited to an important meeting of the Totebag Taskforce on Friday, March 30, 8:00 - 10:00 am. There will be important discussions on changing the barcode tags and eliminating the plastic pouch, as well as further review of the breathability of the top fabric. Additionally, traceability of tote bag material will be outlined with an effort to define expectations of tote bag manufacturers.

**eTDE Taskforce**

The eTDE Taskforce will hold a training session on Friday, March 30, 10:00 am - 1:00 pm. Training will include use of the new eDoc system. This is a web-based system that will allow completion of the Annex/Checklist document online. Shellers who export peanuts are encouraged to have people at the plants attend who are currently filling out this document. There will also be an overview of the base eTDE system with an additional review of updates made in 2011. The eTDE group was notified last week that they will receive funding for 2012 from FAS, which will allow for additional importing countries to be added this year. Major efforts are being made to add Canada, Russia, and China. It is anticipated that representatives from other commodities will also be attending this meeting.
**APC News Letter**

**APC Job Bank Discounts**

As a member of the American Peanut Council, did you know that you can post jobs online and advertise on the PeanutsUSA job bank for a discount?

Target a huge talent pool of qualified professionals by posting your jobs on the PeanutsUSA job board today!

Pricing is as follows for APC Members, which includes resume database and search access:
- Single Online Job Postings:
  - 30 days: $200
  - 60 days: $325
  - 90 days: $400
  - 180 days: $600

Plus for only $100 you can be the “Featured Job” which gives your job opening more exposure. For more information on the Job Board, contact Carolina at coli.

Want even more exposure for your company? Become a Brand2Recruit today. Click here for more information.

**Neogen Corporation**

Neogen develops and markets a comprehensive line of food safety testing products, including a fully quantitative lateral flow test for aflatoxin. Neogen’s new Reveal® Q+ for Aflatoxin delivers precise results ranging from 2 to 150 ppb of aflatoxin after only 6 minutes. Reveal Q+ test strips are read in Neogen’s AccuScan® lateral flow test reader to deliver precise results. Reveal Q+ for Aflatoxin offers both room temperature incubation of the test strip and storage of the test kit — eliminating the need for an incubator and refrigeration space. The test requires only minimal equipment to achieve precise results and a simple, low-cost ethanol extraction process. For more information, contact Neogen at 800/234-5333 or visit www.neogen.com.

**Thermo-Pac**

Thermo-Pac is a contract manufacturer for consumer, foodservice and military markets and is located in Stone Mountain GA. We specialize in portion control pouches & cups of peanut butter and peanut butter-based products.

Thermo Pac also produces processed cheese dips & sauces, tomato-based sauces, jams/jellies, sweet sauces like caramel & fudge, hot sauces and other condiments in a separate area of our facility. Packaging capabilities include flexible pouches from 6 g to 16 oz and single serve cups from .375 to 4.5 oz. Thermo Pac is a division of the AmeriQual Group, headquartered in Evansville, IN.

**Clasen Quality Coatings, Inc.**

CQC, founded in 1957, is a leading manufacturer of confectionery coatings serving the bakery, dairy, confectionery and bar markets. CQC operates facilities in Wisconsin and maintains a corporate office and innovation center in Madison, Wisconsin. CQC offers the food industry unparalleled capabilities for innovation and customization to meet our customers’ precise new product development requirements.
Food Safety Modernization Act Update

A little over a year ago President Obama signed into law the sweeping Food Safety Modernization Act (FSMA). FDA has been tasked with writing regulations and implementing the new law which gives the agency much greater powers in terms of recall management and enforcement. It aims to ensure the U.S. food supply is safe by shifting the focus of federal regulators from responding to contamination to preventing it. During the first year, FDA has launched a more consumer-friendly recall search engine on the FDA website, has begun to use its new authority to administratively detain foods which pose a risk to the food supply, has issued an interim rule to require importers to provide prior notice of foods to be imported, and is in the process of doing mandated tracing pilot studies – one of which involves peanuts. FDA and its State partners conducted more than 20,000 food facility inspections during the past year with many of the inspections targeted what FDA considers “high risk” foods.

The Office of Management and Budget (OMB) is continuing its regulatory review of four major proposed rules required by FSMA. Specifically, OMB is reviewing FDA’s proposed rules on (1) hazard analysis and preventive controls for human food, (2) hazard analysis and preventive controls for animal feed, (3) the foreign supplier verification program, and (4) produce safety. These rules will impact how the peanut industry functions in the future and, among other things, will mandate a HACCP plan. Performing hazard analysis and having appropriate preventive controls will pose more of a burden on smaller processors who may not have in-house personnel to create a plan or perform these functions. APC has teamed up with the Food Science Department at the University of Georgia to develop a HACCP course specifically designed for nut processors. The next offering will be August 7-9 at the Athens campus of the University of Georgia. Registration and other details can be found here.

Be sure you are prepared to meet the requirements of the new law.

INTERNATIONAL NEWS AND UPDATES

APC Participates in Nutrition Conference, Mexico City

The American Peanut Council participated in a nutrition conference and a media breakfast sponsored by Mafer (Pepsico Mexico) on February 8 and 9, 2012 at the Prestigious Universidad Iberoamericana, in Mexico City, Mexico.

The conference was very interesting and well attended and the key messages of peanut nutrition were well received. Mexico has high rates of diabetes and the highest rate of childhood obesity in the world.

Patrick Archer opened the conference by discussing the activities of APC and the importance of the Mexican market for US peanuts.

Dr. Cryil Kendall of the University of Toronto was invited to speak on the nutritional benefits of peanuts. His presentation was entitled “Peanuts and Health.” He presented some interesting findings on obesity rates and how peanuts are good for satiety and weight management. In addition, he added that peanuts, and all nuts, have favorable effects on blood cholesterol and decrease the risk of coronary heart disease, nuts also improve glycemic control in type 2 diabetes, and should be added as part of a dietary portfolio of cholesterol-lowering foods.

Other key speakers included Ana Bertha Perez Lizaur, Director of the Health Dept at the Universidad Iberoamericana; Dr. Cesar Hernandez, a nutrition professor at Universidad Iberoamericana; Dr. Mario Velez, a cardiologist who presented peanuts for heart health; Dr. Luis Alberto Vargas who gave an entertaining presentation on peanuts as part of Mexican food history. Research and Development Director for Sabritas/Mafer, Veronica Vargas, discussed the importance of research and testing to make high quality peanut products using only US-grown peanuts; and Alejandra Rullan Bonillas, Nutrition Director at Pepsico Mexico, discussed the importance of adding peanuts, a powerful vegetable protein, to our diets.

The conference was attended by nutritionists, professionals, students, and members of the media. The knowledge that was shared presented the functional benefits and nutritional qualities of peanuts for healthy living.
**APC Newsletter**

### Going global with Peanuts?

If you are interested in growing your business outside of the U.S, then you can’t miss the International Peanut Forum (IPF) which will take place from April 11 to 13 at the Krasnapolsky Hotel in Amsterdam, The Netherlands. This incredible opportunity only happens every other year, so take advantage of this year and sign up today to join the international peanut community. **Download the detailed program brochure for additional information or visit us online.**

The IPF will showcase a number of exciting programs, such as sustainability; EU regulations affecting the peanut trade; updates on nutrition research; product innovation; and panel discussions on supply and demand. Register online today. The fee is U.S.$750 which covers entrance to the conference and exhibits area, two evening networking receptions, all of the coffee breaks and two post session lunches.

Already more than 100 delegates from 17 different countries have registered. Don’t miss this incredible opportunity to learn and network at the only global peanut conference in the world. Do you want to make a greater impact? Then contact Louise McKerchar for details on advertising and sponsorship opportunities: lmckerchar@peanutsusa.org.uk or by telephone: +44 (0) 20 7828 0838.

Sign up today and don’t forget to book your hotel accommodations soon because the APC block of rooms will expire at the end of February. The IPF can’t be missed – it’s time to go global!

### 2012 International Peanut Forum Sponsors

**American Peanut Council**

**European Nut Association**

**Mintel**

**OLAM**

Creating Value is Our Business

### Advertising U.S. Peanuts in Canada

The American Peanut Council has been promoting peanuts in Canada for the first quarter of 2012 on both sides of the supermarket shelf. Canada is the largest export market for U.S. peanuts and as our trade ad testifies, Canadians are nuts for peanuts.

To promote peanuts at retail, APC utilized Western Grocer, a trade publication that goes to the supermarket trade in Western Canada. To promote the health benefits of peanuts to consumers, APC utilized the National Peanut Board’s “Energy for the good Life” campaign, and targeted mass transit in both Toronto and Vancouver.

### APC Develops “APC Japan” Web Site

APC recently added a new international web site to the many languages already available.

With assistance from our new marketing agency in Japan, we have developed APC Japan [www.peanutsusa.jp](http://www.peanutsusa.jp)
The Future of Peanut Leadership Relies on the Interest of our Youth

As guest columnist, I was asked by the APC to write about a peanut topic that interested me. During my 37 year career in the peanut industry many topics have come to mind, but other than consistent contributions to industry causes, I haven’t embraced a need.

As I stand on the 14th tee box of my peanut career, it’s become apparent to me that we need more young people in our business. The peanut industry needs more young people involved so we can grow, flourish and generate new ideas. I’m aware that there are younger people in the business, but we need to be more aggressive in recruiting young employees.

I’ve been involved the last three years as a board member of Peanut Proud Incorporated. At our first board meeting we decided that a scholarship should be available to a student that was interested in food safety. Fortunately, we’ve been successful in that endeavor. It’s my hope that more scholarships will be forthcoming. Other than the winning candidate the possibility of the scholarship creates conversation amongst numerous students that might not have given much thought to our industry.

In closing, I also want to encourage you accept any opportunity presented to you to speak to students at any level about the peanut industry.
Peanut-friendly DASH diet comes out tops overall in expert assessment

Dr. Andrew Craig, APC Health Consultant, London

There’s no such thing as the “perfect diet” for health and weight management, but a recent expert assessment of 25 well-known ones looking at seven different criteria concluded that the peanut-friendly Dietary Approaches to Stop Hypertension (DASH) Diet came out tops in the “best diets overall” category. US News and World Report carried the results with details of the assessments (1).

Competition was stiff. In second place was Therapeutic Lifestyle Changes (TLC) developed by the National Institutes of Health and three well known diets tied for third place: Mayo Clinic Diet, Mediterranean Diet, and Weight Watchers.

Twenty-two experts assessed each diet in terms of how nutritious it was, its effectiveness against diabetes and heart disease, how easy it was to follow, how good it was at weight loss and how safe it was to use in the long term. DASH scored highly in all categories and this enabled it to win “best overall”. The DASH eating plan – much more than a “diet” in the conventional sense - is recommended by the National Heart, Lung and Blood Institute, part of the US National Institutes of Health. (2) It was developed at leading American nutrition research centers and has been widely evaluated in academic journals.

Peanuts and peanut butter are recommended by DASH’s eating plan as foods of choice: 1.5 oz of peanuts or 2 tablespoons of peanut butter can be chosen 4-5 times per week because peanuts and other nuts are acknowledged as good sources of energy, magnesium, protein, fiber and other nutrients.

DASH also tied for top spot in the “best for diabetes” and “best for healthy eating” category. It doesn’t restrict entire good groups, which means that people find it easier to follow in the longer term. The APC website has more information on how the peanut-friendly DASH diet can benefit diabetes and heart health. (3)

1. US News and World Report
   http://health.usnews.com/best-diet

Workplace Safety

Create a Safety Culture

Workplace safety, loss prevention and control, and effective risk management require as a foundation a commitment to a culture of safety.

Creating a workplace safety culture requires a proactive, top to bottom attitude of safety from owners, managers and supervisors setting positive examples and consistently demonstrating and reinforcing safe behavior practices.

The more you talk up the importance of safety, the more information you share, the more awareness you will generate and attention among managers, supervisors and employees. Encourage workers to share their ideas for making the workplace and their jobs safer.

Well trained employees develop good attitudes toward safety, making safety a priority. Make sure your employees have the training, skills, knowledge and understanding needed to work safely and to avoid accidents.

Act promptly to correct hazards and improve safety conditions. Make these corrections safety topics and opportunities to reinforce safe practices and safety awareness, and always reinforce and reward safe performance. Communicate your expectations and make safety performance part of job performance appraisals.
NEWS FROM OUR MEMBERS

From the Texas Peanut Producers Board

Texas co-op ad campaign

Millions of consumers were reached through a series of full-page ads which were run in the Texas Co-op Power magazine by Texas Peanut Producers Board. The ads were an extension of National Peanut Board’s advertising campaign boasting peanuts as a Superfood and featuring Bob White, a Texas peanut farmer and NPB board member.

With the ever-increasing generational gap between Texas consumers and the farm, TPPB saw this as an opportunity to help those not closely associated with agriculture make the connection between the food they eat and where it comes from.

“These ads were a great way for us to continue spreading awareness of the nutritive value of peanuts, while helping consumers make the connection between the product itself and the farmer who grows it,” TPPB Executive Director Shelly Nutt said.

Four directors elected to Texas Peanut Producers Board

TPPB welcomes 3 new directors to

The Texas Peanut Producers Board elected or re-elected four board directors during elections held in January. Each person elected will serve a six year term, or until the year 2018.

Scott Nolen of Seminole was elected to serve his first term on the board in Voting Region One, which consists of West Texas and the Western Panhandle. In Voting Region Two, which includes the Eastern Panhandle and Rolling Plains, Clint White of Vernon was re-elected to his seat and Pat White of Wellington was elected for his first term. Grayson Wilmeth of Dilley was elected to serve his first term on the board for Voting Region Four, the southern peanut-producing area.

Prior to the elections, TPPB divided the state into four separate voting regions. These voting regions allow for board directors to more closely represent the peanut interests of a particular region of the state, and to provide representation for all Texas peanut producers on the board. As there are 12 board seats on TPPB, the voting regions are designed for 10 of the 12 seats to represent a percentage of peanut production in Texas as reported by the Texas Crop Reporting Service, with the remaining two seats being at large and representing the entire state. The Texas Department of Agriculture approved the voting region plan and ratified the election.

The four board members will be sworn in during TPPB’s spring board meeting in Lubbock by Lance Williams, Texas Department of Agriculture.

News releases and legal notices on the election were sent to all major newspapers in the state where elections occurred. The voting period was from January 9, 2012 to January 23, 2012.

The next election will be in 2014 with four seats up for election.

American Peanut Shellers Association

APSA Spring Conference

Register online for the upcoming Spring Conference on March 13-14th in Albany, Georgia. There will be various committee and board meetings held at the APSA office on Tuesday, March 13th. The APSA PAC is hosting a St. Patrick’s Event at Merry Acres Restaurant on Tuesday, March 13th. The general session will be held at Merry Acres Conference Center on March 14th with a Grading Coalition Meeting immediately following.

For more information, visit www.peanut-shellers.org
National Peanut Board

NPB will hold its quarterly board meeting in Pointe Clear, Ala. at the Grand Hotel Marriott, March 28-30. For more information, please call toll-free 866-825-7946.

School Nutrition Foundation, National Peanut Board Partner for Food Allergy Training

One of the major challenges of providing adequate training for managing food allergies in schools is time, since labor is a top expense for school nutrition programs. Juggling the need with the cost is a barrier. To help, the National Peanut Board has partnered with the School Nutrition Foundation (SNF) to develop food allergy training for school foodservice staff. Sherry Coleman Collins, NPB senior manager of marketing and communication, worked with Elizabeth Bugdene, fellow food safety expert, and Julie Abrera, SNF director to develop the curriculum.

The new web-based training allows staff to participate in a series of five trainings at their own pace. Each of the trainings lasts about 15 minutes and includes a script, discussion questions and pre- and post-tests. The modules include topics such as cleaning and hand washing, label reading, avoiding cross contact, responding to an accidental ingestion and laws and guidelines for managing food allergies.

Upon completion of the training, staff will be ready to confidently manage potential food allergens from receiving to service to storage. In addition to the online training, SNF will develop a webpage to serve as a resource portal for additional SNF food allergy training and links to reliable food allergy-related websites.

The training will be unveiled during a February 22 NPB-sponsored Webinar Wednesday, a free webinar open to all School Nutrition Association members. Hundreds of school nutrition directors and professionals from all over the country will log in to hear the presentation from Doug Wordell, child nutrition director for Spokane Public Schools; Bugdene; and representatives from the National Education Association. Collins will moderate the session. A follow up Peer-to-Peer Webinar will be hosted on March 6. These new tools are sure to help schools understand how to manage potential food allergens in the most effective way.