

ANNUAL REPORT²⁰²⁰



DOING OUR PART TO CREATE A HEALTHIER WORLD.

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



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THIS YEAR IN RESEARCH

40
PROPOSALS

FROM 20
STATES

AND 4
COUNTRIES

UNVEILING NEW PROJECTS FOR 2020-21

UCONN



Dr. Daniel Rosenberg

This study will investigate the daily consumption of 2 ounces of peanuts in 50 participants, ages 50-65 years, over 3 weeks. The primary aim is to look at changes in colon polyps, which are early signs of colon cancer risk. Preliminary results from this lab indicate a significant reduction of colon polyps with increased peanut consumption. This will be the first known human clinical study in the area of peanut consumption and colorectal cancer that can identify colon cell changes.



Dr. Jennifer Keogh

This 6-month study will look at peanut/peanut butter consumption and weight, satiety, fasting blood glucose, and glucose tolerance in adults 18 years and older. It fills a gap, not only in type-2 diabetes research (long-term glucose control) but also in long-term weight management. Specifically, the study aims to identify if eating peanuts and peanut butter long-term can lead to weight loss. From both a consumer and a policy perspective, both of these areas of research are needed.



Dr. Sheau Ching Chai

This project will examine the daily intake of 2 ounces of peanuts over 3 months in 60 participants ages 60 and older. The aim is to measure cognition before and after the study to identify changes in cognition (memory, learning, etc.). The study will also measure endothelial function by examining flow-mediated dilation (FMD). This measurement will add to the body of evidence by supporting peanut consumption to reduce cardiovascular disease risk. FMD highlights, at least partly, the mechanisms involved in this protection (making artery walls more flexible). To date, the peanut industry only has one known FMD study, which was done in a small sample of overweight and obese men. Research that highlights mechanisms are essential for influencing federal policies.



Dr. Michael Roberts

This 10-week study will examine the relationship between peanut powder use and muscle quality and growth in 40 college-aged individuals (18-30 years). Preliminary data from this lab showed muscle improvements in older individuals. No research of this kind has been done in a younger population who tend to be interested in plant-based protein powders for fitness.

TPIF SCHOLARS AWARD RECIPIENTS 2020

The TPIF Scholars Award Program was implemented in 2020.

Our goal is to provide partial funding to support peanut projects that allow us to keep our research network active, encourage more peanut research for consumer messaging and to maximize our resources.



Peanut/peanut butter consumption and cognition in a nationally representative sample (NHANES). Significant for the Dietary Guidelines 2025.



Systematic review and meta-analysis on global peanut/peanut butter consumption and longevity.



Peanut skins used as a treatment for Crohn's Disease. First phase to prepare for human clinical trial.

SNAPSHOT OF ONGOING STUDIES



Harvard University
Peanuts/peanut butter,
gut microbiome, and CVD

Results: Results of the first phase of the study were published in the Journal of Nutrition. Second phase of analysis is ongoing.



Vanderbilt University
Peanut consumption
and CVD risk

Progress: Project near completion. Bio specimens will be measured by October 2020. COVID-19 has caused some delays, but we anticipate results by mid-2021.



Penn State University
Peanuts, blood glucose,
and gut microbiome

Results: Results were presented at the American Society for Nutrition Conference in June 2020. Second phase of analysis on the gut microbiome is ongoing.



**University of Houston,
Texas** Peanuts/peanut
butter and academic
performance

Progress: Enrollment exceeded expectations before COVID-19. The pandemic caused the project to end early, but researchers are currently in the process of data analysis.



Auburn University
Peanut powder and
muscle growth and
quality

Progress: Study is on track and manuscripts should be submitted by summer 2020. Preliminary findings are novel and impressive.



University of Barcelona
Peanuts/peanut butter
and cognition

Progress: Preliminary results look very promising. Peanut butter is increasing in popularity, especially among young dietitians. Peanut nutrition is being incorporated into the school's curriculum as a result of the ongoing study.

ADDITIONAL TPI-SUPPORTED RESEARCH PROJECTS



Objective: To reduce dementia and decline in brain health associated with aging

Partners: Rush University
& Harvard University



Objective: To reverse cardiovascular disease with diet

Partners: University of Toronto,
Université Laval & University of
British Columbia



MAIN FINDINGS THIS YEAR FROM TPI-SUPPORTED RESEARCH



Dr. Petersen
Penn State University

Peanut Consumption in Individuals with Pre-Diabetes

Findings: When eaten as an evening snack, peanuts performed as well as whole grain crackers for improving fasting blood sugar levels upon waking up in the morning. However, peanut consumers had greater reductions in triglyceride levels, which may be explained by the lower carbohydrate and higher concentration of healthy fats in peanuts compared to the whole grain crackers.



Dr. Liu
Harvard University

Nut/peanut consumption and long-term weight change

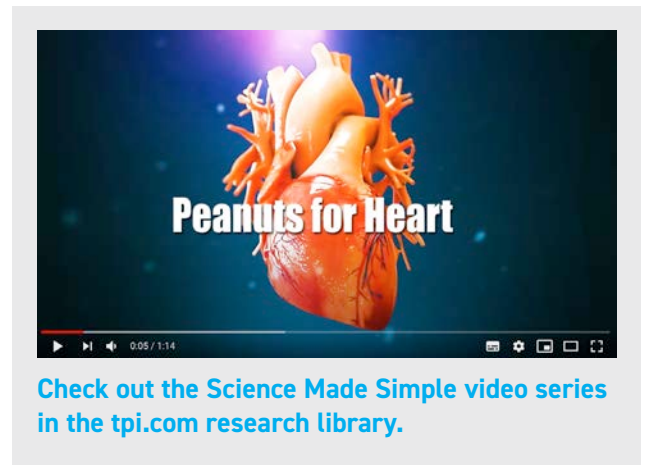
Findings: The average weight gain across individuals in the study was 0.32 kg per year (0.7 lbs). However, eating at least a 1/2 serving of nuts (including peanuts) each day was associated with less weight gain per 4-year interval. Specifically, peanut consumption was associated with 0.15 kg less weight gain. Additionally, substituting peanuts and peanut butter for less healthy foods like french fries was associated with greater reductions in weight gain.



Dr. Frugé
Auburn University

Peanut Powder and Muscle Growth/Quality

Preliminary findings: Peanut powder supplementation with resistance training increased muscle by 11.9% and decreased fat by 16% compared to the control group, who did resistance training without peanut powder. These and other preliminary results (not shown here) indicate that peanut powder supplementation may help to improve both muscle quality and growth and prevent muscle loss, which is common as we age.



MAIN FINDINGS THIS YEAR FROM GLOBAL RESEARCH

Journal of Affective Disorders (2019)

Key Findings: Greater adherence to the MIND diet, which includes peanuts and peanut butter, is associated with a 32% reduced risk of depression and psychological distress.

Journal of Aging Research (2020)

Key Findings: Authors found that there were higher odds of healthy aging with regular consumption of peanuts and other nuts. They concluded that including peanuts other nuts in the diet at midlife may improve the chances of healthy aging.

Clinical Nutrition (2020)

Key Findings: Intakes of plant-sourced cooking oils, including peanut oil, were associated with lower total mortality risks (41% lower mortality risk with peanut oil). Substituting plant cooking oils for animal cooking oils was also associated with lower total mortality.

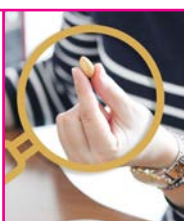
Journal of Renal Nutrition (2020)

Key Findings: Daily nut consumers had a 9% higher GFR value (measure of kidney function) than weekly peanut/tree nut consumers. Moderate nut consumption may be beneficial for kidney health in women with a history of gestational diabetes.



Science of a Superfood:

Daily nut consumption could have positive effects on cognition in adults.



Science of a Superfood:

Making peanuts a regular part of your diet decreases heart disease risk.



Science of a Superfood:

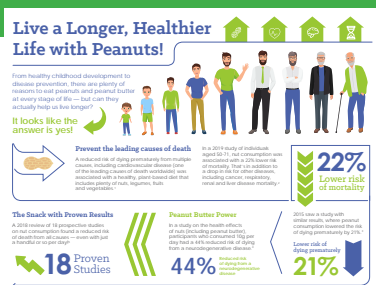
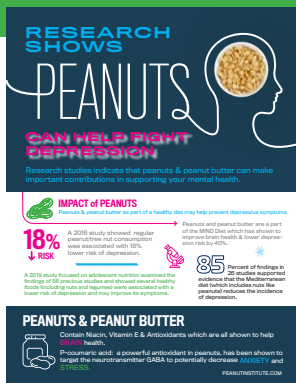
Plant-based diets that include peanuts can reduce your cancer risk.



Science of a Superfood:

Peanut consumption has been linked to increased levels of testosterone.

THIS YEAR IN MARKETING



30x30 November Peanut Challenge

Challenge: 30 servings of peanuts/peanut butter over 30 days.

Industry Engagement:

166 Media Placements

53 Million Reach

\$495,000 AVE (Est. Ad Equivalency Value)



Good Health Reset

Digital Campaign

Digital ads were contextually served on websites like Healthline, Fitness Magazine, Shape, Prevention, WebMD

581 PR placements

93 million reach

\$862,000 AVE (Estimated Ad Equivalency Value)



Good Health Recipes

Digital Recipe Campaign

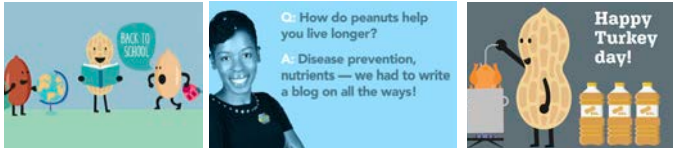
Digital ads were contextually served on health, wellness and cooking sites like WebMD, Everyday Health, Food Network, Cooking Light, Healthline, All Recipes

147 PR placements

31 million reach

\$287,000 AVE (Estimated Ad Equivalency Value)

SOCIAL MEDIA



Overall Social Audience Growth:

↑ 50.5%
over previous year

Fan Interactions: (messages received on social platforms)

↑ 21.8%
over previous year

PR COVERAGE & INTERVIEWS



Flicks and Food Website
Pantry Recipes from
The Peanut Institute with
Good Health In Mind



69 News Feature
Smart Choices for a
Good Health Reset



Amber Pankonin Recipe Features
Peanut Crusted Chicken
Tenders with Simple
Honey Mustard

Dr. Sterling Radio Interviews
Good Health and Peanuts as a Superfood



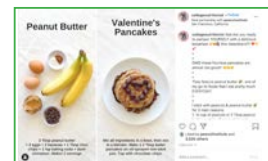
WEBINARS



INFLUENCER HIGHLIGHTS

3+ MILLION IMPRESSIONS

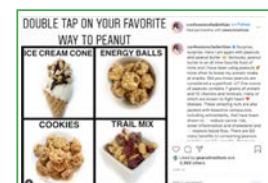
Increased influencer reach by 1 million from previous year



College Nutritionist
Valentine's Pancakes
240,000+ impressions



Everything Erica
Peanut & Pineapple
Fried Rice
330,000+ Impressions



Confession of a Dietitian
Favorite Way to Peanut
200,000+ impressions



Dr. Lori Shemek
Diabetes & Good Health
Reset
106,000 impressions



Diana Steele
Global TV recipe demo
1.3 million impressions

STRATEGIC PARTNERS



HONOR ROLL OF INVESTORS 2020

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Damascus Peanut Company
Golden Peanut & Tree Nuts Company
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Seyn Peanut Company
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National Peanut Board
The J.M. Smucker Company

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Georgia Peanut Commission
Mars Wrigley Confectionery
Texas Peanut Producers Board

SILVER LEVEL

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JLAI
Lewis M. Carter Manufacturing Co.
National Peanut Buying Points Assn.
Olam Edible Nuts
Panhandle Peanut Growers Association

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John B. Sanfilippo & Son, Inc.
M.C. McNeill & Company, LLC
O'Connor & Company, Inc.
South Carolina Peanut Board

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Advanced Trailer
Alabama Peanut Producers Association
Alimenta Agri LLC
Amadas Industries
American Peanut Council
Bridge Import Group
C.H. Robinson
Cook Industrial Electric Company
Darlene Cowart
Early Trucking Company
Florida Peanut Producers Association
Georgia Cold Storage
Georgia Federal State Inspection Service
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Lineage Logistics
Lovatt & Rushing, Inc.
Peanut & Tree Nut Processors Association
Peerless Manufacturing Company
Protein Plus, LLC
RCB Nuts, LLC
Sessions Company
SGL International, LTD
Southeastern Fumigants, Inc.
Specialty Sales Company
Syngenta Crop Protection, Inc.
Vicam, a Waters Business

BENEFACTOR LEVEL

American Peanut Marketing Association
Cablevey Conveyors
Dothan Warehouse
EWR, Inc.
Forrester Seed, Inc.
Mauldin & Jenkins, LLC
Mazur and Hockman, Inc.
National Peanut Brokers Association
North Carolina Peanut Growers Association
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Southeastern Gin & Peanut
Tabb & Associates, Inc.

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International Service Group
Mississippi Peanut Growers Association
Oklahoma Peanut Commission
Once Again Nut Butter, Inc.
Scales, Systems & Automation
Southwest Georgia Farm Credit
Triangle Chemical Company
Virginia Peanut Growers Association
Whitley's Peanut Factory, Inc.

