



# American Peanut Council

U.S. Wellness Products  
Addis Ababa, Ethiopia  
March 24, 2009





# American Peanut Council

- Today We'll Learn More About:
  1. American Peanut Council
  2. Peanuts / Groundnuts, Peanut Butter
  3. Challenges / Pressures on Global Food Security
  4. Peanut Butter & Peanut Butter-Based Ready to Use Therapeutic / Supplemental Foods (RUT/SF's)
    - Response to Challenges - Critical to Food Aid Equation
  5. Peanut Butter - USAID Approved Building Block for International Food Aid



# American Peanut Council

- **The American Peanut Council (APC):**
  - Trade association that represents all segments of the U.S. peanut industry
  - Members include:
    - peanut growers
    - peanut shellers
    - brokers
    - peanut product manufacturers
    - suppliers of goods and services to the industry.
  - Maintains close working relationships with
    - government agencies
    - research institutions
    - related peanut and agricultural trade associations.



# American Peanut Council

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- The American Peanut Council:
  - Provides teachers and students with educational information about peanuts
  - Holds seminars and workshops on a wide range of technical issues & management topics.



# American Peanut Council

- APC Export Division
  - Administers USA peanut industry's export market development program
  - Distributes research results & information that:
    - *Demonstrates the positive health and nutritional attributes as well as the superior quality of USA peanuts*
  - Works closely with worldwide peanut associations and international organizations.



# American Peanut Council

- Peanuts / Groundnuts / Peanut Butter:
  - Peanuts - Enjoyed around the world!
  - Peanut Butter – Used extensively in the home / schools
    - Large quantities used in - sandwiches, snacks, bakery products
  - Peanuts and Peanut Butter
    - Common ingredients in numerous cuisines around the world
    - Importantly - Gaining recognition as key ingredient in Global Food Aid / Food Security



# American Peanut Council

- Peanuts / Groundnuts, Peanut Butter - Overall:
  - Energy-dense
  - Protein-rich
  - Complex carbohydrates – Slow burning fuel to the body
  - Vitamin and mineral rich
  - Positive heart health (Contains Resveratrol, no cholesterol, good fats)
  - Lactose free
  - With U.S. products – Aflatoxin Not An Issue



# American Peanut Council

- Peanut Butter – Specific Features:
  - Ready-to-eat
  - Used alone or with other foods such as flat breads, grains, other foods
  - Stored without refrigeration for up to a year
  - High caloric dense food (~ 50% fat)
  - Appropriate food for:
    - Children & adults in need of both dietary fat & calories
  - Fat in peanut butter:
    - Predominately heart healthy monounsaturated fat





# Addressing Today's Challenging / Targeted Food Aid / Food Security Needs

- **Challenges / Pressures on Global Food Security:**
  - Global food security is addressing more identified issues
  - Stretching available funds - Potential of less available funds
  - Food security needs are to:
    1. Become more efficient & cost effective in operations
    2. Make food aid more directed, efficient and applicable in addressing vulnerable group needs
  - Global recognition for:
    - More complete / therapeutic foods to...
    - Effectively address the most distressed vulnerable groups:
      - Malnourished, severely malnourished, HIV/AIDS, special conditions / deficiencies.



# Response to Challenges/Pressures

- Peanut Butter and ...
- Peanut Butter-Based Ready to Use Therapeutic / Supplemental Foods (RUT/SF's):
  - Strongly respond to pressures being exerted on food aid community
  - Have direct roles in effective response for:
    - Supplementation
    - Rehabilitation



# Response to Challenges/Pressures

- Peanut Butter Supplemental Response:
  - School Age Children Benefits:
    - Energy/Nutrient Dense, Assist Cognitive Learning, Address Nutrient Deficiency
  - Family Food Basket Benefits:
    - Energy / Nutrient Dense, Address Nutrient Deficiency, Ready To Eat, No Preparation



# Response to Challenges/Pressures

- RUTF's Provide Strong Targeted, Vulnerable Group Response:
  - Children
    - Rehabilitation - Stunted / Wasted, Edematous, HIV/AIDS Infected
    - Supplementation - Stunted, Nutrient Deficient
  - Women / Men - Supplementation
    - Pregnant / Lactating Women, HIV Infected, Malnourished, Elderly, Emergency Ration, Nutrient Deficient



# Response to Challenges/Pressures

- For NGO/PVO's ... Peanut Butter or Peanut Butter Based RUTF's Provide:
  - Convenient In-field Application
    - Ready to eat, no preparation
    - Do not require cooking; no fuel need
    - Does not require mixing with water; eliminates risk of contamination
    - Stable, with a long shelf life
    - Portable; antimicrobial; eco-friendly
    - Can easily be made and distributed in-country.



# Response to Challenges/Pressures

- For NGO/PVO's ... Peanut Butter or Peanut Butter Based RUTF's Provide Five Key Benefits:

## 1. Proven Vulnerable Group Effectiveness <sup>(a)</sup>

- >80% recovery of severely malnourished children
- Better outcomes for childhood malnutrition than standard therapy
- Lower prevalence of fever, cough & diarrhea than those of standard therapy
- Less deaths & relapse than with standard therapy.

*(a) See Dr. Manary, et. al. peanut butter based RUTF clinicals/in-field studies spanning 10 years.*



# Response to Challenges/Pressures

- For NGO/PVO's ... Peanut Butter or Peanut Butter Based RUTF's Provide Five Key Benefits:

## 2. Real Nutrient Delivery

- High quality protein
- Energy-dense, nutrient-dense, provides satiety
- Vitamin & mineral rich
- Good to excellent vitamin source:
  - Niacin, vitamin B-6, thiamin, riboflavin, vitamin E (b)
- Good to excellent mineral source:
  - Magnesium, zinc, selenium, potassium, iron. (b)

*(b) Peanut butter alone can provide these WHO levels.*



# Response to Challenges/Pressures

- For NGO/PVO's ... Peanut Butter or Peanut Butter Based RUTF's Provide Five Key Benefits:
  3. Acceptance
    - Likely to be consumed by all religions & cultures
  4. Safety
    - US products are safe with no aflatoxin issues
    - No allergency issues after 10 years work with African children. (c)
  5. Cost Effectiveness
    - Cost effective in energy / nutrient density
    - Esp. when factoring-in higher recovery rates, lower relapse & death rates, & lower incidence of issues (e.g. cough, diarrhea, fever) than standard therapies.

(c) See Dr. Manary, et. al. peanut butter based RUTF clinicals/in-field studies spanning 10 years.





# Response to Challenges/Pressures

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- US-Sourced Peanut Butter - [USAID Approved !](#)
  - US Agency for International Development, Office of Food for Peace, for Title II humanitarian assistance programs.



# American Peanut Council

- Peanut Butter:
  - USAID Approved Building Block for International Food Aid
  - Peanut-Based RUTF:
    - Provides the Energy, Protein, Carbohydrates, Micronutrients with the taste and familiarity to truly address the malnourished
    - “Has current demonstrated effectiveness in RUTF with >80% of severely malnourished children recovering.”
    - Clinical trials prove efficacy – minimum of 12 published clinical trials
  - Readily Available as key ingredient in:
    - Commercial products and
    - Effective response to needy food aid beneficiaries.



# Thank You

## American Peanut Council

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# American Peanut Council

## Back-up Charts





# The Use of Peanut Products

- Uses of US-Sourced Peanut Butter Products:
  - Specific market and target groups
  - Their nutritional needs
  - How Peanut Butter meets the need
  - How Peanut-based RUTF meets the need



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food for School Children

<b>Needs:</b>	<b>How Peanut Butter Meets the Need:</b>
<b>Energy/Calories</b> Growth, metabolism & physical activity & to spare protein	
<b>Protein</b> Adequate amounts & good quality	
<b>Carbohydrates</b> Needed for brain function, to maintain blood glucose (sugar) & immediate energy	
<b>Fats</b> To provide energy & healthy fats for growth, metabolism & physical activity.	



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food for School Children

Needs:	How Peanut Butter Meets the Need:
<b>Energy/Calories</b> Growth, metabolism & physical activity & to spare protein	• <b><u>More calories per gram</u></b> than rice, corn, wheat, corn/soy blend and F-100.
<b>Protein</b> Adequate amounts & good quality	• <b><u>~22% protein</u></b> - higher protein than wheat, rice and corn. • <b><u>Protein quality in peanuts is good</u></b> , higher than wheat, corn, rice
<b>Carbohydrates</b> Needed for brain function, to maintain blood glucose (sugar) & immediate energy	• <b><u>~ 25% carbohydrate &amp; mostly complex</u></b> , slow burning & include fiber.
<b>Fats</b> To provide energy & healthy fats for growth, metabolism & physical activity.	• <b><u>~ 50% fat</u></b> , accounting for its high energy-density. • <b><u>Monounsaturated fat @ 42% &amp; polyunsaturated fat @ ~22.8%</u></b> of total fat in peanut butter. These fats are heart-healthy fats.



# The Use of Peanut Products

## **Peanut Butter: Healthy Food for School Children**

<b>Needs:</b>	<b>How Peanut Butter Meets the Need:</b>
<b>Electrolytes- Potassium &amp; Sodium</b>	
<b>Vitamins:</b>	
<b>Minerals:</b>	
<b>Phytochemical-Resveratrol:</b>	
<b>Eco-Friendly:</b>	





# The Use of Peanut Products

## **Peanut Butter: Healthy Food for School Children**

Needs:	How Peanut Butter Meets the Need:
<b>Electrolytes- Potassium &amp; Sodium</b>	• <b><u>Electrolytes balanced</u></b> - 592 mg potassium, 476 mg sodium
<b>Vitamins:</b>	• <b><u>Good to Excellent sources</u></b> for Niacin, Vitamin B-6, Thiamin, Riboflavin, Folate, Choline, and Vitamin E for 4-8 year old children.
<b>Minerals:</b>	• <b><u>Good to Excellent sources</u></b> for Iron, Magnesium, Zinc, Selenium, Copper and Manganese for 4-8 year old children.
<b>Phytochemical-Resveratrol:</b>	• <b><u>Contains Resveratrol</u></b> , a natural anti-oxidant. • <b>Anti-oxidants</b> play a role in heart-health and immune function.
<b>Eco-Friendly:</b>	• <b><u>No refrigeration required, no preparation</u></b> , (additional. water / fuel). • <b>Paired with wheat bread/crackers - <u>a complete protein finger food</u></b> appealing to children - no utensils, plates or special clean-up afterwards.



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food - Family Food Basket

<b>Needs:</b>	<b>How Peanut Butter Meets the Need:</b>
<b>Energy/Calories:</b>	
<b>Protein:</b>	
<b>Fats:</b>	



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food - Family Food Basket

Needs:	How Peanut Butter Meets the Need:
Energy/Calories:	<ul style="list-style-type: none"><li>• <b><u>Energy dense</u></b> - higher in calories per gram than corn, rice, soy flour, wheat flour, bulgur, corn/soy blend, and F100.</li><li>• Needed to augment the lower energy-dense grains &amp; vegetables in the family diet.</li></ul>
Protein:	<ul style="list-style-type: none"><li>• ~ <b><u>22% protein of good quality</u></b>.</li></ul>
Fats:	<ul style="list-style-type: none"><li>• ~ <b><u>50% fat</u></b></li><li>• Diets in developing countries are typically low in fat, making it difficult to meet daily energy needs.</li><li>• ~ <b><u>65% Monounsaturated and polyunsaturated fat</u></b> ... these fats are considered heart-healthy.</li></ul>



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food - Family Food Basket

<b>Needs:</b>	How Peanut Butter Meets the Need:
<b>Carbohydrates:</b>	
<b>Electrolytes:</b>	
<b>Vitamins:</b>	
<b>Minerals:</b>	



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food - Family Food Basket

Needs:	How Peanut Butter Meets the Need:
Carbohydrates:	• <u>~ 24% carbohydrate</u> - carbohydrate is complex, including fiber, resulting in slower-burning & greater stamina.
Electrolytes:	• <u>Balanced in electrolytes</u> - 592 mg potassium & 476 mg sodium.
Vitamins:	• <u>Good to Excellent sources</u> for Niacin, Vitamin B-6, Thiamin, Riboflavin, Folate, Choline, and Vitamin E for various family members.
Minerals:	• <u>Good to Excellent sources</u> for Iron, Magnesium, Zinc, and Selenium for various family members.



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food - Family Food Basket

<b>Needs:</b>	<b>How Peanut Butter Meets the Need:</b>
<b>Phytochemical-Resveratrol:</b>	
<b>Eco-Friendly:</b>	
<b>Versatile:</b>	



# The Use of Peanut Products

## **Peanut Butter:** Healthy Food - Family Food Basket

Needs:	How Peanut Butter Meets the Need:
Phytochemical-Resveratrol:	<ul style="list-style-type: none"><li>• <u>Contains Resveratrol</u>, a natural anti-oxidant.</li><li>• Anti-oxidants play a role in heart-health and immune function for family members.</li></ul>
Eco-Friendly:	<ul style="list-style-type: none"><li>• <u>No refrigeration required or preparation necessary</u> (i.e. additional water or fuel).</li></ul>
Versatile:	<ul style="list-style-type: none"><li>• Pairing with wheat bread/crackers results in a complete protein.</li><li>• Peanut butter can be incorporated into sauces<ul style="list-style-type: none"><li>– use over rice to improve dietary protein quality</li><li>– add to vegetables to increase calories and protein intake.</li></ul></li></ul>



# The Use of Peanut Products

## **RUTF:** Malnutrition Rehabilitation & Supplementation

<b>Population At-Risk/Use:</b>	<b>Needs:</b>	<b>How RUTF Meets Needs:</b>
<b>Children - Rehabilitation</b> <ul style="list-style-type: none"><li>-HIV infected</li><li>-Stunted</li><li>-Wasted</li><li>-Edematous</li></ul>	<ul style="list-style-type: none"><li>• Diet to provide energy / nutrients for usual growth &amp; <i>catch-up</i> growth.</li></ul> <b>Need:</b> <ul style="list-style-type: none"><li>-High caloric&amp; nutrient density</li><li>-High quality protein</li><li>-Adequate V/M</li><li>-Anti-microbial</li><li>-Easy to prepare</li><li>-Administered at home</li><li>-Tastes good (compliance)</li><li>-Sole source of food</li></ul>	
<b>Children - Supplementation</b> <ul style="list-style-type: none"><li>-Stunted growth</li><li>-Nutrient deficiencies</li></ul>	<ul style="list-style-type: none"><li>• Nutrient &amp; caloric dense to augment existing diet.</li><li>• Supplements to combat anemia, stunted growth &amp; nutrient deficiencies i.e. vitamin A, iodine, zinc.</li><li>• Portable, shelf stable &amp; usable in field by large populations.</li><li>• Easy for child to obtain</li></ul>	





# The Use of Peanut Products

## RUTF: Malnutrition Rehabilitation & Supplementation

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<p><b>Children - Rehabilitation</b></p> <ul style="list-style-type: none"> <li>-HIV infected</li> <li>-Stunted</li> <li>-Wasted</li> <li>-Edematous</li> </ul>	<p>Diet to provide energy / nutrients for usual growth &amp; <i>catch-up</i> growth. Need:</p> <ul style="list-style-type: none"> <li>-High caloric&amp; nutrient density</li> <li>-High quality protein</li> <li>-Adequate V/M</li> <li>-Anti-microbial</li> <li>-Easy to prepare</li> <li>-Administered at home</li> <li>-Tastes good (compliance)</li> <li>-Sole source of food</li> </ul>	<ul style="list-style-type: none"> <li>• 545 kcal/100g</li> <li>• Contains protein, fat &amp; carbs.</li> <li>• 13.6 % protein</li> <li>• V/M Fortified</li> <li>• Antimicrobial</li> <li>• Ready to eat</li> <li>• Provided at home</li> </ul> <p>Appropriate for limited period as sole source of food until rehabilitation goal is met.</p>
<p><b>Children - Supplementation</b></p> <ul style="list-style-type: none"> <li>-Stunted growth</li> <li>-Nutrient deficiencies</li> </ul>	<ul style="list-style-type: none"> <li>•Nutrient &amp; caloric dense to augment existing diet.</li> <li>•Supplements to combat anemia, stunted growth &amp; nutrient deficiencies i.e. vitamin A, iodine, zinc.</li> <li>•Portable, shelf stable &amp; usable in field by large populations.</li> <li>•Easy for child to obtain</li> </ul>	<ul style="list-style-type: none"> <li>• High caloric, nutrient dense</li> <li>• Formulated with specific V/M</li> <li>• Can be packaged in sachets of desired size.</li> <li>• Can be administered in the field by non-health professionals to large groups of children</li> </ul>



# The Use of Peanut Products

## **RUTF:** Malnutrition Rehabilitation & Supplementation

<b>Population At-Risk/Use:</b>	<b>Needs:</b>	<b>How RUTF Meets Needs:</b>
<p><b>Women - Supplementation</b></p> <ul style="list-style-type: none"><li>-Pregnant (P)</li><li>-Lactating (L)</li><li>-HIV-infected</li><li>-Malnourished</li><li>-Elderly</li><li>-Emergency rations</li></ul>	<ul style="list-style-type: none"><li>-Beyond maintenance &amp; growth, (if teen), P&amp;L diet should provide extra ~25 g protein, ~300-500 kcal, ~10 mg iron &amp; increased V/M.</li><li>-HIV-infected P&amp;L women have add'l nutrient needs (protein, calories &amp; V/M) beyond nutrient needs for P&amp;L women.</li><li>-Non P&amp;L HIV-infected women have increased protein, calorie &amp; V/M needs.</li><li>-Need high caloric &amp; nutrient dense supplement or foods depending on health status of woman.</li><li>-Ready to eat: malnourished &amp; sick women have little energy to look for wood, carry water and cook.</li><li>-Shelf stable: best if refrigeration not required after opening</li><li>-Antimicrobial, Acceptable taste</li><li>-Portable</li></ul> <p>American Peanut Council</p>	



# The Use of Peanut Products

## **RUTF:** Malnutrition Rehabilitation & Supplementation

<b>Population At-Risk/Use:</b>	<b>Needs:</b>	<b>How RUTF Meets Needs:</b>
<p><b>Males - Supplementation</b></p> <ul style="list-style-type: none"><li>-HIV-infected</li><li>-Malnourished</li><li>-Nutrient deficiencies</li><li>-Emergency rations</li></ul>	<p><b>Diet should provide nutrition for maintenance and growth, (if teen), plus extra nutrients to restore health &amp; combat illnesses. Need:</b></p> <ul style="list-style-type: none"><li>-High caloric density</li><li>-High nutrient density</li><li>-HIV-infected males need additional protein, calories and specific additional V/M</li><li>-Supplements can augment regular diet depending on health status</li><li>-Need food vehicle for delivering specific nutrients</li><li>-Antimicrobial</li><li>-Easy to prepare</li><li>-Acceptable taste</li><li>-Portable</li></ul>	



# The Use of Peanut Products

## **RUTF:** Malnutrition Rehabilitation & Supplementation

Population At-Risk/Use:	Needs:	How RUTF Meets Needs:
<p><b>Women - Supplementation</b></p> <ul style="list-style-type: none"> <li>-Pregnant (P)</li> <li>-Lactating (L)</li> <li>-HIV-infected</li> <li>-Malnourished</li> <li>-Elderly</li> <li>-Emergency rations</li> </ul> <p><b>Males - Supplementation</b></p> <ul style="list-style-type: none"> <li>-HIV-infected</li> <li>-Malnourished</li> <li>-Nutrient deficiencies</li> <li>-Emergency rations</li> </ul>	<ul style="list-style-type: none"> <li>-Beyond maintenance &amp; growth, (if teen), P&amp;L diet should provide extra ~25 g protein, ~300-500 kcal, ~10 mg iron &amp; increased V/M.</li> <li>-HIV-infected P&amp;L women have add'l nutrient needs (protein, calories &amp; V/M) beyond nutrient needs for P&amp;L women.</li> <li>-Non P&amp;L HIV-infected women have increased protein, calorie &amp; V/M needs.</li> <li>-Need high caloric &amp; nutrient dense supplement or foods depending on health status of woman.</li> <li>-Ready to eat: malnourished &amp; sick women have little energy to look for wood, carry water and cook.</li> <li>-Shelf stable: best if refrigeration not required after opening</li> <li>-Antimicrobial, Acceptable taste</li> <li>-Portable</li> </ul>	<ul style="list-style-type: none"> <li>-High caloric density</li> <li>-High nutrient density</li> <li>-545 kcal/100 g</li> <li>- 13.6% protein</li> <li>-Micronutrients can be customized</li> <li>-Sachet serving size can be customized</li> <li>-Antimicrobial</li> <li>-Ready to eat</li> <li>-Requires no preparation, water or fuel</li> <li>-No refrigeration required</li> <li>-Tastes good</li> <li>-Easy to carry sachet</li> </ul>



# The Use of Peanut Products

## **RUTF:** Complementary Food - Children 6-18 Months

<b>Population At-Risk/Use:</b>	<b>Needs:</b>	<b>How RUTF Meets Needs:</b>
<p><b>Children 6-18 months of age:</b> at risk for malnutrition or at average wt for ht.</p> <p><b>Children need complementary foods (CF)</b> at about 5-6 months of age, paired with continued breast feeding.</p> <p><b>Growth faltering</b> may occur in many disadvantaged populations when CF does not contain adequate micronutrients and energy density.</p>	<p><b>The CF must not affect the amount of breast milk consumed</b></p> <p><b>Need:</b></p> <ul style="list-style-type: none"><li>- Caloric density</li><li>- Nutrient density</li><li>- Quality protein</li><li>- Adequate V/M</li><li>- Anti-microbial</li><li>- Easy to prepare</li><li>- Home administered</li><li>- Compliance</li></ul>	



# The Use of Peanut Products

## **RUTF:** Complementary Food - Children 6-18 Months

Population At-Risk/Use:	Needs:	How RUTF Meets Needs:
<p data-bbox="98 415 658 525"><b>Children 6-18 months of age:</b> at risk for malnutrition or at average wt for ht.</p> <p data-bbox="98 596 639 753"><b>Children need complementary foods (CF)</b> at about 5-6 months of age, paired with continued breast feeding.</p> <p data-bbox="98 818 658 975"><b>Growth faltering</b> may occur in many disadvantaged populations when CF does not contain adequate micronutrients and energy density.</p>	<p data-bbox="703 415 1263 486"><b>The CF must not affect the amount of breast milk consumed</b></p> <p data-bbox="703 558 799 586"><b>Need:</b></p> <ul data-bbox="730 608 1078 982" style="list-style-type: none"><li>- Caloric density</li><li>- Nutrient density</li><li>- Quality protein</li><li>- Adequate V/M</li><li>- Anti-microbial</li><li>- Easy to prepare</li><li>- Home administered</li><li>- Compliance</li></ul>	<ul data-bbox="1309 415 1818 782" style="list-style-type: none"><li>-High energy density</li><li>-Can vary portion</li><li>-Fortified with V/M</li><li>-Antimicrobial</li><li>-Ready to eat (no water or fuel needed to prepare)</li><li>-Provided at home</li><li>-Well tolerated</li></ul>



# American Peanut Council

## Further Peanut Butter Information:



American Peanut Council  
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Alexandria, VA 22314 USA  
(703) 838-9500

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



# Thank You American Peanut Council

