

PEANUTS



Natural Health Food for All

American Peanut Council

- Umbrella trade association for the U.S. peanut industry
- Comprised of peanut farmers, shellers (raw peanut exporters), and manufacturers who make peanut snacks, peanut butter, peanut candy, and ingredients such as high-protein flour and aromatic peanut oil.



Patterns of Consumption

- Peanuts date back thousands of years to South America, but soon traveled to Europe and Africa
- They are enjoyed in cuisines from Africa to China to India, and of course, the U.S.A.!



2013 U.S. Exports to Africa

- **Kenya:** 53 MT of total peanut products with a value of \$231,275
- **Ghana:** 10 MT of total peanut products with a value of \$33,657



Peanut Butter

- Stabilized or unstabilized (paste)
- Various roast levels and flavor formulations
- Largest application as a spread
- Also used in confections
- Used in sauces and soups in many cuisines



Peanut Ingredient Products

1. High Protein Peanut Flour
2. Aromatic Peanut Oil
3. Peanut Extract



High Protein Peanut Flour

- Partially defatted to 28% or 12%
- Used as a lower-calorie protein booster
- Largest application in health and nutrition bars
- Controls fat migration (i.e. confections)
- Used as a peanut flavor-enhancer



Peanut Oils



- **Refined peanut oil**
 - For cooking and frying
 - Similar fat profile to olive oil
 - High smoke point
 - Deodorized
- **Aromatic peanut oil**
 - For flavor enhancement
- **Peanut extract**
 - More concentrated form

From the Ground Up: Natural Health

- Natural plant food
- Classified as a legume
- Kernels recognized as nuts because of the nutrient profile and physical properties
- Complex package of nutrients beneficial from infancy through adulthood

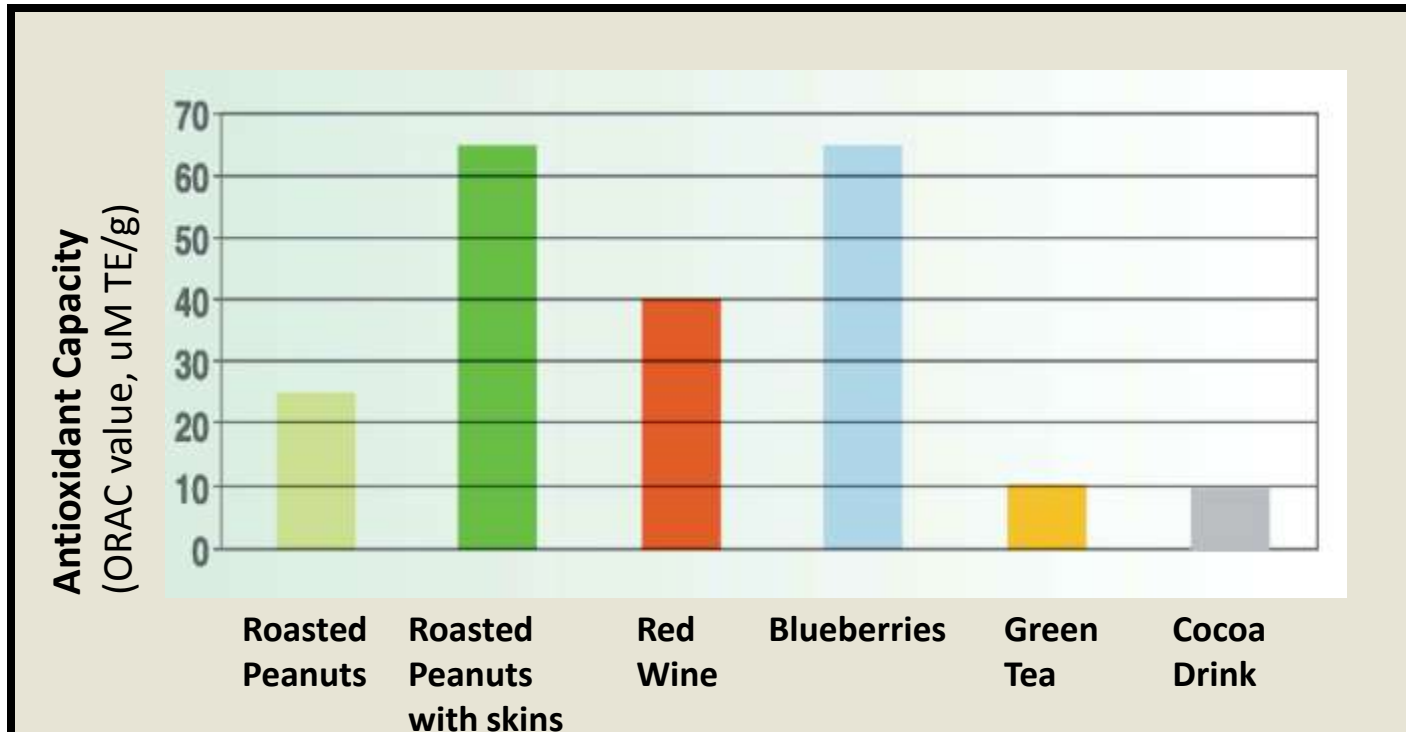


A Powerhouse of Nutrients

- Heart healthy monounsaturated fats
- Low in carbohydrates, high in fiber
- High in protein (**7 g per ounce**)
- Source of hard-to-get vitamins and minerals (**magnesium, folate, vitamin E, and copper**)
- Peanuts and peanut butter recognized as a great way to get multiple nutrients in a small portion from a single economical food source



Antioxidant Capacity



When peanuts are consumed with their skins, their antioxidant capacity doubles and roasted peanuts with skins have been shown to have a higher antioxidant capacity than **green tea**, **red wine**, and **blueberries**.

Health Benefits

Research supports daily consumption of peanuts to promote health, manage weight and improve nutrient adequacy.

- ***American Journal Daily:*** Eating peanuts daily helps decrease blood pressure and cholesterol.
- ***New England Journal of Medicine:*** Eating peanuts daily significantly reduces mortality of all causes.



Malnutrition Worldwide

- Over 4 million deaths a year worldwide due to malnutrition; most are young children
- Severe malnutrition causes stunted growth, developmental delays and wasting



Poverty and Hunger

- 842 million people worldwide suffering from chronic hunger
 - 1 out of 6 children underweight
 - 1 out of 4 children stunted
- SSA has highest prevalence of undernourishment
- $\frac{3}{4}$ of all hungry live in rural areas



Peanut Butter for the Hungry



- Initiative of the U.S. peanut industry to help severely malnourished children around the world.
- Supports manufacture and use of ready-to-use therapeutic food (RUTF)
 - Simple, effective mixture of peanut paste, powdered milk, vitamins and minerals

Peanut-Based RUTF



- Classified as a medicine, not just a food
- Efficacy rate of 95%
- Designed to treat acute malnutrition at home by the parent rather than in a hospital
- Portable, needs no potable water or refrigeration, easily digestible

Mothers Take RUTF Home



Kids Love the Taste



Familiar, Versatile, Complementary



Thank You!

www.peanutsusa.com

