
Constraints and Performance Measures

American Peanut Council



About APC

The American Peanut Council (APC) is the trade association which represents all segments of the peanut industry.

Members include peanut growers, peanut shellers, brokers, peanut product manufacturers, and suppliers of goods and services to the industry.



Our Mission

- Serve as the “Voice” for the industry
- Provide a forum for all industry segments to exchange and process information
- Provide leadership on issues management
- **Promote the consumption of U.S. peanuts internationally**
- Fund, monitor and prioritize selected research that affects the peanut industry



Strategic Planning Process

1. **Increase Domestic and Export Demand and Use of USA peanuts.**
2. Improve USA Peanut Quality, Attributes and Yields to meet customer needs profitably for producers, shellers and manufacturers.
3. Competitive Production and Marketing Innovations and Support to make USA peanuts more competitive and profitable in comparison to other crops, other peanut origins, and competing products.
4. Government Policies and Research Support that are conducive to a competitive and profitable future for the USA peanut industry.
5. Address Health, Nutrition, Allergy and Safety and related Issues to create market opportunities and address threats.



Stakeholders

Brokers Associations

- National Peanut Brokers Association

General Industry Organizations (Funded by all segments)

- American Peanut Council (peanutsusa.com)
- The Peanut Foundation (peanutsusa.com)
- The Peanut Institute (peanut-insitute.org)

Grower Organizations

- Alabama Peanut Producers (alpeanuts.com)
- Florida Peanut Producers (flpeanuts.com)
- Georgia Peanut Commission (gapeanuts.com)
- Georgia Peanut Producers (georgiapeanuts.org)
- GFA Peanut Association (gfapeanut@mindspring.com)
- National Peanut Board (nationalpeanutboard.org)
- North Carolina Peanut Growers Association (aboutpeanuts.com)
- Oklahoma Peanut Commission
- Panhandle Peanut Growers
- Peanut Growers Cooperative Marketing Association
- South Carolina Peanut Board (scda.state.sc.us)
- Southern Peanut Farmers Federation
- Southwestern Peanut Growers (swpga.com)
- Texas Peanut Producers Association (texaspeanutboard.com)
- Virginia Peanut Growers Association
- Virginia Carolina Peanut Promotion (aboutpeanuts.com)
- Western Peanut Growers

International Organizations

- Arbeitskreis Erdnuss
- British Peanut Council
- European Snacks Association
- FOSFA (Federation of Oils, Seeds and Fats Assn.)
- International Nut and Dried Fruit Council (INC)
- Japan Peanut Processors Association

Legislative Organizations

- Peanut Industry Coalition
- American Peanut Product Manufacturers, Inc.
- Peanut & Tree Nut Processors Association
- American Peanut Shellers Association
- Virginia Carolina Shellers

Research (Government)

- National Peanut Research Lab
- U. S. AID Program
- Sheller & Buying Point Organizations
- American Peanut Shellers Association
- Southwestern Peanut Shellers Association
- Virginia-Carolina Peanut Association
- Warehouseman Organizations
- National Peanut Buying Points Association
- USDA (FAS, AMS, FSA, etc.)

Goals and Objectives that Apply

- Increase Domestic and Export Demand of U.S.A. Peanuts
- Address Health Nutrition, Allergy, Safety and Related Issues



UES is Export Strategy

- Overseen by APC Export Board
- UES Subcommittee reviews work in detail

2012 Unified Export Strategy

As submitted by the American Peanut Council

5/18/2011

Approved by: UES Subcommittee



Prioritizing Markets

- With an opportunity for an impact on sales
- Workable trade policy
- Desire to pay for quality
- Peanut snack culture
- Established trading relationships
- Opportunity for significant sales and the ability to collect data
- Geographic proximity
- Possibility of increased distribution channel opportunities
- Without significant local production
- Reception to health/nutrition messaging



Constraints and PM's



- Staff and contractor meetings
- UES Subcommittee (with industry)
- Experience



Examples

Constraint for Mexico

“Adding Value for Key Customers”



Bad Examples

- Number convinced of U.S. advantages
- Use value as a criteria for purchasing
- Collectively import (numbers of pounds)



Better Examples

- Participants find trade mission useful for building relationships with U.S. suppliers
- Extra participants attending reverse trade mission at their own expense
- Number of new customers who received technical service or training



Performance Measures with Numerical Results

- % of Japanese Consumers who believe peanuts/peanut butter are healthy
- Canadian Retailers who specify their brand of private label peanut butter to be of 75% or more U.S. origin.

