APC Newsletter

May/June 2013

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17th ANNUAL USA PEANUT CONGRESS

Senator Saxby Chambliss to be Keynote Speaker at USA Peanut Congress

United States Senator Saxby Chambliss, R-GA, will be the keynote speaker at the USA Peanut Congress in June. Chambliss is a member of the Senate Armed Services Committee; the Senate Committee on Agriculture, Nutrition and Forestry; the Senate Rules Committee; the Senate Special Committee on Aging; and presently serves as the vice chairman of the Senate Select Committee on Intelligence. His service on the Senate Agriculture Committee, where he served as Chairman and later as ranking minority member, has been especially important to the peanut industry. He has been a tireless champion of peanuts and agriculture and will update the industry on the farm bill which is presently moving through the U.S. Congress. Chambliss was first elected to Congress to represent Georgia's 8th District in 1994. Throughout his legislative career, he has been recognized numerous times by the public and private sectors for his work on agriculture, defense, budget and national security issues.

Chambliss and his wife, Julianne, reside in Moultrie, Ga. and have two children and six grandchildren.

USA PEANUT CONGRESS

Southern Peanut Growers Announces Winner of 'PB my kids way' Recipe Contest

Southern Peanut Growers celebrated March, National Peanut Month with "PB my kid's Way", a national consumer recipe contest driven primarily by social media.

"In the fourth year of this 'PB my way' themed contest, we were really looking for recipes and stories about how kids and families like to cook with and eat peanut butter," said Leslie Wagner, executive director of SPG.

More than 200 recipes were submitted for the chance to win an iPad. The winning recipe – Jammin' Peanut Butter Sundae Parfaits – was submitted by Laurie Lufkin in Essex, Mass. It features a peanut butter brownie which can be made and used as an on-the-go or lunchbox snack. To make it special, you can make the Salted Peanut Butter Caramel Sauce and the Jammin' Grape Sauce. Add a little vanilla ice cream and you're ready to make a spectacular dessert! Four people also were awarded a case of peanut butter for their finalist status in the contest.

During the campaign, which included some low-cost Facebook advertising, SPG more than doubled its Facebook 'likes' to 21,065 fans, generated 2.5 million impressions, and received more than 11,000 new visitors to www.PeanutButterLovers.com

APC Newsletter

DOMESTIC NEWS AND UPDATES

DISASTER RELIEF / FOOD BANKS

Peanut Proud and Georgia Peanut Commission Donate Peanut Butter to Oklahoma Families

May 24, 2013 TIFTON, Ga.

Peanut Proud and the Georgia Peanut Commission loaded 22 pallets of peanut butter (31,680 jars) today to send to families in Oklahoma following the tornado disaster earlier this week. The entire U.S. peanut industry is supporting this effort and plans to send an additional truckload of supplies next week consisting of another 22 pallets of peanut butter, peanut snacks and other non-refrigerated items to donate to area food banks and distribution centers.

The Georgia Peanut Commission has donated $5,000 towards this project to assist families in Oklahoma who have been devastated by the tornadoes. Peanut Proud is the humanitarian relief organization of the U.S. peanut industry.

"We as peanut farmers in the state of Georgia are excited to be taking part in the donation to help families in Oklahoma during this difficult time," says Tim Burch, Georgia Peanut Commission board member. "Peanut butter is the perfect food in a situation like this since it does not have to be refrigerated, does not require cooking and delivers a nutritional punch that is life-sustaining."

The peanut industry is working with the Oklahoma Emergency Management Association to deliver the peanut products to at least three distribution centers in the areas surrounding towns of Moore and Shawnee, Okla.

Individuals wanting to help can make a donation online at www.peanutproud.com or send their check made payable to "Peanut Proud" and mail to "Project Oklahoma Relief," c/o Peanut Proud, P.O. Box 446, Blakely, Ga., 39823.

Raising Peanut Butter Donations for Oklahoma Storm Victims

Through "PB for OK" the Texas Peanut Producers Board is raising funds to send cases of peanut butter to the thousands in the Oklahoma City suburbs impacted by the devastating tornado. TPPB encourages fellow Texans to support the cause through monetary donations. "PB for OK," is working with the food banks' relief efforts in Moore, Okla., and surrounding areas to distribute peanut butter to the victims as they start to rebuild their lives and the community over the next few weeks.

"It's an honor to be a part of an industry so eager to step up and give to those in dire situations," TPPB Executive Director Shelly Nutt says. "We are working closely with the food banks to ensure this peanut butter is made available to the tornado's victims when they need it most. This is an excellent opportunity for Texans to work together to provide food to people who in many cases have lost everything."

Clements Nut Co., located in Lewisville, Texas, and less than 200 miles from the destruction area, has generously offered TPPB its peanut butter product at cost. This Texas company's gracious effort will enable TPPB to get even more peanut butter in the hands of those who certainly need it. Check donations can be mailed or delivered to the Texas Peanut Producers Board office at 4205 N. Interstate 27, Lubbock, Texas 79403. Designate "PB for OK" in the memo line or lower left hand corner of your check. All proceeds from this effort will be directly used for the purchase of peanut butter for this cause.

APC Calendar of Events

JUNE 2013
11 - 13
Snackex 2013
Gothenburg, Sweden

JUNE 2013
22 - 25
17th Annual USA Peanut Congress
Amelia Island, FL

DECEMBER 2013
11-12
APC Winter Meeting
Washington, DC

APRIL 2014
9 - 11
International Peanut Forum
Rome, Italy

Search the APC Jobs Database

Virginia Carolinas Peanut Promotions

This year the Virginia Carolinas Peanut Promotions promoted peanuts in a giving way by giving back to local food banks in each capital city throughout the three states. Food Banks are a great source of promoting our product to those in need and many people can be fed through one jar of peanut butter. One 12-ounce jar of peanut butter consists of 540 peanuts. The North Carolina Peanut Growers and the South Carolina Peanut Growers each donated 1,024 jars of peanut butter, which can feed over 16,000 families. The Virginia Peanut Growers and Planters Peanuts donated 5,760 jars of Planters peanut butter across the peanut region.

The North Carolina Peanut Growers Association donated their 1,024 jars of peanut butter to the Eastern and Central Food Bank of North Carolina on Wednesday, March 6th in Raleigh, NC. Bob Sutter and Nick Lassiter were there for the donation to be submitted into the food bank. The South Carolina Peanut Board donated their 1,024 jars of peanut butter to the Harvest Hope Food Bank in Columbia, SC on Tuesday, March 12th. The State Ag Commissioner Hugh Weathers, along with Brad Boozer, and Marianne Copelan were at the food bank that day to provide interviews to local news channels ABC, WACH FOX, and WLTX.

The Virginia Peanut Growers Association and Planters Peanuts donated their 5,760 jars of peanut butter to the Federation of Virginia Food Banks on Friday, March 15th. Dell Cotton, and Leslie Vander Horn, the Executive Director of the Federation Food Banks, were there when the truck was delivered full of peanut butter.

OTHER DOMESTIC NEWS

School Access to Emergency Epinephrine Act Introduced in Congress

The School Access to Emergency Epinephrine Act (H.R. 2094), which encourages states to adopt laws requiring schools to stock epinephrine auto-injectors, was reintroduced by Rep. Phil Roe (R-TN) and Democratic Whip Steny Hoyer (D-MD). This legislation, championed by FARE, could help save the lives of those who experience an anaphylactic reaction at school and do not have a prescribed epinephrine auto-injector. Studies estimate that up to 25 percent of all epinephrine administrations that occur in the school setting involve individuals whose risk for allergy was unknown at the time of the event.

Find recipes and recipe resources on www.peanutsusa.com

New Food Safety Training Calendar of Courses Available

APC has established a food safety training and education calendar where we will provide the industry with course information. APC members receive a discount for some of the courses offered.

Make sure you and your colleagues are properly trained in order to meet the requirements of the new Food Safety Modernization Act.

For a full listing of offerings, go to: http://www.peanutsusa.com//MainMenu/Food-Safety/Food-Safety-Calendar.html

APC Food Safety Mentoring Program Established

With the assistance of major peanut product manufacturers such as ConAgra Foods, APC has established a food safety mentoring program to assist small peanut product manufacturers. With the new Food Safety Modernization Act requiring more thorough food safety management programs and compliance, this program links small manufacturers who may lack in-house expertise with experienced food safety professionals at the large manufacturing companies.

There is no cost to participate in the program and all information is kept strictly confidential. For more information on the program, please contact Patrick Archer at the APC Office in Alexandria (tel: 703-838-9500, email: parcher@peanutsusa.com).

This APC Newsletter covers the months of May and June 2013. The next edition will be circulated in mid July. If you would like to contribute to the next newsletter, please e-mail your article and photos to Louise McKerchar - lmckerchar@peanutsusa.org.uk by 5th July 2013.

APC Newsletter

Search the APC Jobs Database

Join APC on Facebook!

Visit **APC** on Facebook to get updates, photos, and news on our activities immediately.

Follow APC on Twitter

Follow **APC** for our latest peanut industry tweets.

Morris wins election for Georgia Peanut Commission District 2 representative

The Georgia Peanut Commission announces Armond Morris of Irwin County, as the District 2 board member-elect for a three-year term. Morris defeated Wes Shannon of Tift County, by 65.24% of the vote after a 30-day balloting period, which ended April 30, 2013. The Georgia Farm Bureau conducts the nomination meetings and votes are counted by the certified public accountants at Allen Pritchett & Bassett in Tifton, Ga.

In December 2012, nomination meetings were held for the board seats in District 2, 4 and 5. Morris is the incumbent for District 2 and will be sworn in and certified with the Secretary of State during the commission's board meeting on June 13, 2013. The District 4 and 5 board members were nominated without opposition so they will serve another three-year term and will also be sworn in and certified at the June board meeting. The board members are Rodney Dawson of Pulaski County, representing District 4, and Donald Chase of Macon County, representing District 5.

The Georgia peanut production area is divided into five districts based on acreage distribution and geographical location with one board member representing each district. Each nominee must produce peanuts and live within the district for which he is nominated.

The Georgia Peanut Commission represents 3,500 peanut farmers in the state of Georgia and carries out programs in the areas of research, education and promotion. Additional information on the programs of the Georgia Peanut Commission is available online at www.gapeanuts.com

Farewell to APC Employee Cindy Stickles

Cindy Stickles, APC Director of Industry Services, will be leaving the American Peanut Council in June. Cindy first started at the APC in 1990 and has served in a variety of roles, including office manager, meeting planner, IT coordination and support, contracts administrator for the Foundation, newsletter and directory editor, and generally helping industry members with their needs. We know you join us in wishing her the best after so many years of faithful and dedicated service to this industry. If you would like to send a message, her email address is :

cstickles@peanutsusa.com

APC WELCOMES NEW MEMBERS

Mondelēz International, Inc.

Mondelēz International, Inc. (NASDAQ: MDLZ) is one of the world's largest snacks companies, with global net revenues of $35 billion in 2012.

Launched on October 1, 2012, following the spin-off of their North American grocery operations to shareholders, Mondelēz International is a new company in name and strategy.

Mondelēz International manufactures and markets delicious food and beverage products for consumers in 165 countries around the world.

Mondelēz International is the world's pre-eminent maker of snacks, with leading market shares in every category and every region of the world in which it competes.

Mondelēz International holds the No. 1 position globally in Biscuits, Chocolate, Candy and Powdered Beverages as well as the No. 2 position in Gum and Coffee.

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NEWS FROM THE NATIONAL PEANUT BOARD

New National Peanut Board Website Engages Consumers, Health Experts, Chefs and Others

April 25, 2013—ATLANTA—National Peanut Board is pleased to announce the launch of a new and improved website at www.nationalpeanutboard.org. The revamped site has an editorial focus with beautiful images and engaging stories to draw in visitors and inspire them to learn more about peanuts and use them in their everyday life.

"We're excited about the launch of our new website because it serves as a valuable resource for people everywhere who are looking for good nutritional information about peanuts, easy-to-use peanut recipes and food ideas and peanut industry news," said Ryan Lepicier, National Peanut Board vice-president of marketing and communications.

The new website is designed with a fresh new look and user-friendly navigation. Enhanced social media tools make it easier for visitors to engage with the content. Users can leave a comment on the site and share what they find on the popular social networks Facebook, Twitter and Pinterest.

The website serves multiple audiences and covers a range of topics related to peanuts, including nutrition, agriculture, products and recipes.

- One of the most popular sections of the website, the recipe category is grouped by topics that are especially relevant to consumers like quick and easy, gluten free and world flavors.
- The nutrition section includes disease- and lifestyle-specific topics such as heart health, diabetes, food allergies, plant-based eating and pregnancy and child diets.
- The facts section explores fun facts, history of peanuts and peanut butter, how and where peanuts grow, as well as providing valuable resources for the classroom.
- The farmers section of the website includes useful information for peanut growers including a calendar of events, NPB communications, production research projects and marketing and promotions program details.
- For experts in nutrition and health, the new website contains useful information and resources for themselves and their patients and clients including food allergy management and school and sports nutrition.
- The sections of the website for food service and food product professionals include chef-created recipes, cooking and product formulation with peanuts and peanut products, successful NPB and partner case studies and more.

The new website now also houses the NPB blog formerly at www.energyforthegoodlife.org to encourage the blog's millions of visitors to explore the NPB site.

There is much more to the National Peanut Board's new website. We encourage you to spend a few minutes exploring the many features of the new site.

PEANUTS: Energy for the good Life.
nationalpeanutboard.org

Grower Summit Held with Texas Peanut Producers Board

April 24, 2013 – ATLANTA – Delegates of the 11-member National Peanut Board (NPB) and representatives of the Texas Peanut Producers Board (TPPB) met for a Grower Summit in San Antonio during NPB's quarterly Board meeting April 9-10.

The Grower Summit continues the National Peanut Board's practice of visiting a peanut-producing state once a year during a regularly scheduled board meeting. The purpose is to promote open dialogue about the challenges and opportunities peanut farmers face and to help foster dialogue between growers. A year ago, the Board met with the Alabama Peanut Producers Association in Clear Point, Ala.

"These meetings are extremely instructive and helpful for board members," said Vic Jordan, chairman of the National Peanut Board and a peanut farmer from Rayville, La. "Many of the issues confronting peanut farmers in Texas are very different from those in other parts of the country, but we share many of the same challenges. We really appreciate the opportunity to get the perspective of these Texas peanut farmers."

After the meeting, both boards toured Wilmeth Farms near Dilley, Texas. Texas Peanut Producers Board member Grayson Wilmeth grows peanuts and other row crops.

"One of our goals as a board is to make ourselves as transparent as possible to all of America's peanut farmers," said Laura Robbins, National Peanut Board's New Mexico delegate and chairman of the grower and industry communications committee. "By meeting with different state grower groups, it demonstrates that we want to work collaboratively with and value the input of all growers to advance the cause of America's peanut farmers."

"One of the most interesting discussions centered on genomics research," said Larry Womack, chairman of the Texas Peanut Producers Board. "Every growing region focuses on research specific to their region, but the genomics project is one area of research that will benefit us all."

"Texas is a large geographical area and we have farmers growing different types in different areas of our state. Some grow Virginias and runners just like farmers in the Southeast or in the Virginia-Carolinas, while others grow Spanish and Valencias. It was helpful to talk about similarities and differences in disease control with growers from other regions."

National Peanut Board also invited Anne-Marie DeLorenzo with M&M Mars, Inc. to discuss market trends from a manufacturer's point of view. At the conclusion of the meeting, members of both boards toured the Culinary Institute of America in San Antonio to gain a better understanding of how peanuts impact the food industry.

APC Newsletter

INTERNATIONAL NEWS

Snacking for "indulgence"? Not really. Snacking for "time out for myself"? Very likely in BRIC markets

That's the way to think about snacking attitudes and behaviour in the "BRIC group" of countries (Brazil, Russia, India, China) according to a report from market analysts Canadean reported by bakeryandsnacks.com this month. Put your snacking stereotypes aside if you want to promote snack products in the BRIC region, they say, and make specific and targeted marketing plans because the BRIC markets and their consumers are a lot more complicated than you might think .

"You can't assume that the character traits of your established consumer will match up to BRIC consumers. Character traits and purchase motivations are different as well as age and gender trends. … In Western Europe and North America a lot of people snack because they want a little treat, but in BRIC markets indulgence isn't that important.

What is important to consumers across the BRIC region is snacking for time out: *"Five minutes to yourself is very important to consumers across the board in the BRIC markets."* And women in the 35-44 age bracket are the most valuable age group for snacking in the BRIC countries according to the Canadean research report, not the younger age groups of both sexes which economic growth in these countries is generally associated. *"These women are basically using snacking and impulse foods to stop and just take a break – to have five minutes of relaxation.. … "Manufacturers should do anything to make their snacks appeal to this 'time out'. They need to look at when women are snacking and appeal to the occasion and what they are taking a break from."* For men, it is also older age groups, 55 plus, who are the most valuable to the snacks market in spending and consuming power. They may also be looking for "time out" by taking a snack break and they are definitely looking for good value, says the research.

These findings show that unlike Western Europe and North America where young people loom large in the snacks sector, it is women (aged 16-44) and men above the age of 55 that are the most valuable snackers in BRIC countries.

The lesson for any snacks marketing in the BRIC region is clear: *"When targeting the BRIC region, manufacturers have to have very specific, very targeted plans for each age group and gender, even by country. If you want to be really effective in the BRIC markets, you have to look at it on a country level."*

Source: bakeryandsnacks.com
7th May 2013

Traces and thresholds: studies look for "safe" allergen levels for allergic consumers

It is widely thought that the "may contain traces of peanuts" precautionary labels which appear on so many food products are often ineffective in guiding food choices by allergic individuals. And they may actually increase risk if they are ignored by consumers with food allergies. Two studies getting underway seek to determine what is really the "safe" level of peanut content for this population, based on real life experiences, so that labelling can be more meaningful for both the food industry and for those who need to take decisions based on facts.

The UK Food Standards Agency has launched £1.2m TRACE Peanut Study (1) to find out the levels at which allergic reactions kick in. It will also look at how external factors such as exercise can alter tolerance.
It is being led by Dr Andrew Clark, an allergy consultant at Addenbrooke's Hospital in Cambridge, UK, working with colleagues from Imperial College, Royal Brompton Hospital and the University of Manchester. It aims to report in mid-2016. According to Dr Clark, this study is the first of its kind globally. 'It will not only bring reassurance to the thousands of people who are allergic to peanuts but offers a blueprint for improving food labelling for a whole variety of food.'

TRACE is currently widely recruiting people with peanut allergy to participate in the food challenges of the study. CEO Lynne Regent of The Anaphylaxis Campaign which is supporting the recruitment drive said: 'Labelling about allergen cross contamination risks is a major concern for anyone living with severe food allergy. The study will help to inform the food industry and have a positive impact upon the lives of food allergic individuals.'

A threshold for peanut allergen study is also being run by EAACI, the European Academy of Allergology and Clinical Immunology. (2) Like the FSA study, it too is focusing on what food allergic consumers' experiences are in terms of "what is safe" rather than relying primarily on laboratory based studies. This is an interesting external approach for food allergy studies, but as Lynne Regent of Anaphylaxis Campaign explains, it is the right one: "We plan to use the data from this survey when we discuss food labelling and allergen threshold levels with key groups such as the food industry, food scientists, clinicians and researchers and government regulators, with the aim of improving patient care. This topic is particularly key for Europe at the moment as the new Food Information Regulations come into effect in 2014 which will affect how food is labelled."

1. http://tracestudy.com/
2. https://www.surveymonkey.com/s/gs_uk_consumerperspective

INTERNATIONAL NEWS (Continued)

American Peanut Council Attends the Global Child Nutrition Forum

The Global Child Nutrition Foundation (GCNF) was established in 2006 as the international arm of the School Nutrition Association. GCNF's vision is "A world in which hunger is not a barrier to children learning". GCNF has worked with more than 85 countries to help build sustainable school feeding programs, to bring their vision to life. Every year, GCNF hosts an annual forum, which brings Ministers of Agriculture and Education as well as other officials from countries all over the world working to build capacity through school feeding programs. This year the forum was held in Salvador, Brazil, and was co-hosted by the World Food Programme. The American Peanut Council participated in the Forum's Marketplace, which offered exhibit space for organizations interested in networking with attendees.

Peanuts and peanut butter are shelf stable, nutritious relatively inexpensive and are excellent food choice solutions for countries trying to figure out how to manage school feeding programs with small budgets. Many countries serve school children corn-based porridge, and by adding peanut butter could increase the vitamin and mineral intake as well as the fat and calories desperately needed by this vulnerable population.

As part of the conference, attendees participated in a field trip to a rural school in Brazil to see a school feeding program in action.

UK Manufacturer Launches New American Peanut Butter

DUERR'S GO NUTS OVER PEANUT BUTTER

Duerr's is flying the flag for Anglo-US relations with the launch of a Duerr's branded Crunchy and Smooth Peanut Butter.

The newest members of the Duerr's family are packed with roasted nuts imported from the United States. As a result each jar proudly carries the coveted American Peanut Council registered trademark, certifying the inclusion of genuine great-tasting US peanuts.

Retailing at £1.99 a jar, the range rolls out this month.

The newest additions to the independent spread maker's collection consolidates Duerr's position as the largest producer of peanut butter in the UK.

Duerr's currently makes 100,000 jars a day and this year will produce around 9,000 tons of peanut butter from its dedicated factory in Manchester. This purpose-built factory was completed in 2011 following a £2million investment and processes 750 tonnes of peanuts every month.

Duerr's Peanut Butter has been launched in response to consumer demand, which has seen Britons shell out more than £1million a week on the spread over the past 12 months. The market is today valued at £56million (Mintel, 2012).

Richard Duerr, Sales and Marketing Director at Duerr's explains: "The consumption of peanut butter in the UK is at a record high. As the biggest producer of the spread in Britain, we wanted to celebrate by welcoming 'brand' new additions to our family fold.

"We are very proud of the fact we've been preserving our family tradition for quality spreads since 1881. While peanut butter is not a British tradition, we will be preserving its US heritage by using only the finest ingredients sourced from our American cousins."

Source: Duerr's press release

The European Snack Association's SNACKEX conference and exhibition will be held 12-13 June in Gothenburg, Sweden. APC staff will be attending, as will a number of industry members. If you are interested in registering for this event, please visit: www.snackex.com

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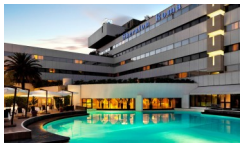
Rome, Italy

APC International
Canada
United Kingdom
Mexico
Japan

APC Newsletter



INTERNATIONAL NEWS (Continued)

30th Anniversary World Nut and Dried Fruit Congress Breaks Record Participation

- The largest international event dedicated to the nut and dried fruit industries welcomed 1,100 participants from 58 countries in Barcelona, Spain, from 21-23, May, 2013.
- Food professionals, managers, suppliers, traders and buyers from around the world met in Hotel Ritz-Carlton Arts to learn, network, and strengthen commercial relations.

May 31, 2013 - The emblematic Hotel Ritz-Carlton Arts in Barcelona, located right on the seashore, hosted the 30th Anniversary World Nut and Dried Fruit Congress. Eleven hundred participants from 58 countries converged in Barcelona to participate in dozens of technical sessions, meetings and an exhibition from 21st to 23rd May, 2013.

Before the Congress started, the modernist city of Reus, situated 106 km South of Barcelona in a famous hazelnut growing area, embraced the First World Forum for Nutrition Research Conference and the inauguration of the New Home of the INC – International Nut and Dried Fruit Council. Under the theme "Mediterranean Food on Health and Disease", the conference featured a nuts and dried fruit session on Monday 20th afternoon, preceding the inauguration of the new INC headquarters in the Techno Park of Reus.

Pictures and the congress video can be seen at:
http://barcelona2013.nutfruit.org/en

2014 INTERNATIONAL PEANUT FORUM

Mark your calendars now for the **2014 International Peanut Forum.** This key networking and conference event will be held during 9th - 11th April, 2014 at the Sheraton Roma Hotel in Rome, Italy. An opportunity to meet with farmers, shellers, brokers, dealers, manufacturers, testing laboratories and equipment suppliers from around the world, this event is one not to be missed!

The Sheraton Roma is a modern but elegant hotel situated in a green residential and business district in the southern part of the City. Located between the timeless glories of the historical city center and the Fiumicino Leonardo Da Vinci International Airport, the Sheraton Roma is a short taxi or metro ride away from the famous sites of Rome.

The Forum will follow the outline of previous years, with plenty of time for networking at the evening receptions and time for business meetings in the afternoons.

The conference sessions will run on the mornings of the 10th and 11th April and of course the exhibition will be open throughout the event.

Being held in one of the most beautiful cities of Europe, why not extend your visit to enjoy the sights and delights of Rome? The hotel is offering our IPF discounted rates pre and post the event for those who want to stay a little longer.

Watch out for more details on how to register for the event in future newsletters. To reserve your hotel room in advance, visit: https://www.starwoodmeeting.com/StarGroupsWeb/res?

The European Snack Association's SNACKEX conference and exhibition will be held 12-13 June in Gothenburg, Sweden. APC staff will be attending, as will a number of industry members. If you are interested in registering for this event, please visit: www.snackex.com

APC Newsletter

TECHNICAL UPDATES

Totebag Task Force Update

A revised APC Totebag specification changing the minimum breathability in the side panels and the U panel from 20 CFM to 40 CFM has been approved by the APC Board. All totebag manufacturers present at the March Totebag Taskforce meeting have agreed they could meet the new standard. This should result in better breathability, based on research done by Chris Butts, USDA Dawson.

The new ID number sequences that are being added to the bag tag and the barcode that should be placed above the ID were also approved by the APC Board. These changes will be discussed at the June meeting. This will assist all bag users with traceability of the packaging should the need arise.

The testing of a stickier barcode tag continues and final test results will be discussed at the June meeting also. Work is still ongoing with FSIS over the material in the tag. Once everyone has approved the new tags then the plastic pouch can be eliminated from the totebags. This will also allow the new tag to be stuck directly on the bag, making it more visible and easier to use with barcode scanners.

The next meeting of the Taskforce will be held June 23 at Amelia Island, FL, during the USA Peanut Congress.

eTDE Update

The eTDE system now has:

Total Number of Chinese Meat & Poultry certificates on eTDE	23,744
Total Number of Russian Meat & Poultry certificates on eTDE(Test)	22
Number of Meat & Poultry Companies registered on eTDE	96
Number of Chinese CIQ offices registered on eTDE	16 with 44 ports
Number of Russian Regions Registered on eTDE	9
Number of Peanut Certificates on eTDE	+435,000

Guidance documents are now role based and can be accessed through the eTDE website www.etde.usda.gov . The new eDoc web-based system for creation of the Annex document is being tested and should be live in late May or early June. Several peanut industry members as well as Georgia FSIS are participating in this test.

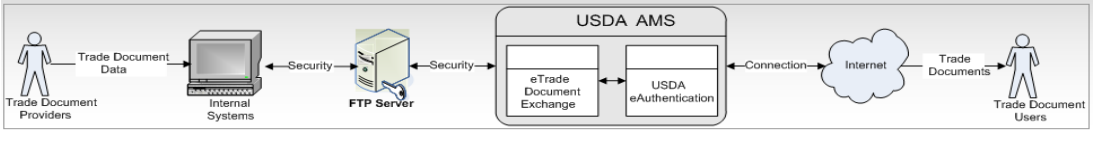
Training sessions for the new eDoc system were conducted in March and May with over 30 people participating. Another session will be conducted on June 10 for industry members who weren't able to attend the March or May WebEx sessions. There will also be a separate session on June 5 for FSIS state supervisors at their annual meeting. If you need to participate in these sessions please contact Steve Calhoun. It is important to note that in the future all the Annex documents will be required to be created using this eDoc web system.

The eTDE system interface with the TRACES electronic document system for Europe has been approved. It will be tested in June on Dairy documents and then on the peanut Annex document. Upon completion eTDE will become the EU requested interface for all documents from USDA.

Work is continuing with Canada on utilizing eTDE with their eManifest system which is currently receiving electronic documents for truck entry into Canada. This electronic format will be required starting in May 2013 for carrier documents. The Canadian Border Service Agency will be phasing in over the next 2 years. Requirements for all importer documents to be electronic.

China is now receiving all meat and poultry health certificates electronically through the eTDE system and the Chinese port inspection services are working with USDA to increase this to all US commodities arriving in China over the next 18 months. Similar work for poultry products is ongoing with Russia as well. Mexico customs and USDA-APHIS are working to move to electronic documents during 2013 as well.

If you are a U.S. shellers exporting to Canada, Europe, Mexico, Russia or China we encourage you to get signed up on eTDE. Please contact Steve Calhoun (calhoste@bellsouth.net) for information on signing up.



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THE PEANUT FOUNDATION

The Peanut Genome Project and Consortium Update

Scott Jackson (University of Georgia and Senior Co-Chair of the Peanut Genome Consortium) says, "The peanut genome project is an ambitious endeavor to not only sequence the cultivated peanut genome (which is as big as the human genome), but also the two diploid genomes that gave rise to the cultivated peanut. This is a multinational project with research partners from Asian countries and North and South America. Much of this work is being done in the U.S. For example: scientists at University of California-Davis are developing a map of regions of the genome where most of the genes are located; scientists at University of Georgia-Tifton and USDA at Stoneville MS are developing an atlas of genes that are working at different stages of plant development; and USDA plus UGA scientists at Tifton are developing unique populations that will help link genes with the trait (such as disease resistance) they control. However, the bulk of the genome sequencing is being done by the Beijing Genome Institute (BGI) in China with subsidiary BGI labs in the U.S."

Xiaodong Fang (BGI-Shenzhen, China) told us, "the huge genome size, presence of two sets of chromosomes, and a high percentage of repetitive sequences (essentially spacers between genes) make proper assembly of peanut DNA sequence fragments one of the most difficult challenges among all other plant genome projects." His boss, Xiu Liu (BGI-Shenzhen, China) says, "In order to construct the reference genome for peanut, the whole genome will be chopped into short pieces of varying length and then each DNA fragment will be sequenced 100-times using second generation sequencing technology. All the fragments will be aligned in libraries (scaffolds of fragments that overlap in certain areas). These libraries have been made, and knowing the sequence of each fragment, the task is to put them together again in the right order." To date, genome sequences for the two diploid progenitors have been produced, which will help immensely in the correct assembly of the cultivated tetraploid genome. These two genomes are even now being used to develop genetic markers that can be used to 'tag' genomic regions controlling target traits in breeding programs.

Scientists at the University of California-Davis; ICRISAT, Hyderabad, India; EMBRAPA and the Catholic University of Brasília, Brazil are helping solve this puzzle by focusing on the parts of the peanut genome that contain most of the genes. These researchers are generating ultra-high density genetic maps through sequencing the 'gene-rich spaces' in peanut genomes. Mapping populations of the wild progenitor species (diploids) are being analyzed as well as a tetraploid mapping population (constructed from the cross of diploid species). The DNA sequences for each line in the populations are associated with phenotypes for agricultural traits, which is the ultimate goal of all this work. The 'gene space' sequences will be used to derive 'SNPs' which serve as useful DNA-markers to anchor the genomic scaffolds together and/or pinpoint the location of useful genes in breeding populations.

Progress has also been made in phenotyping. This is the area of research that ties all the genomics to practical peanut improvement. This is led by Dr. Corley Holbrook (USDA-ARS, Tifton, GA) as well as scientists at the University of Georgia, Tifton, GA; ICRISAT, Hyderabad, INDIA; Auburn University, NCGR, NCSU, and Tuskegee University, Tuskegee, AL. Protocols for phenotyping have been developed to coordinate data acquisition across the various geographic locations. Initial focus has been on traits limiting peanut yield such as Tomato spotted wilt virus (TSWV) and leaf spot (LS) in). Three new genetic maps have been created with 159 DNA markers that will help locate gene(s) controlling resistance to thrips, TSWV and leaf spot. The location of these QTL's will direct attention to regions in the genome sequence for a closer look to find the exact gene for each trait.

In addition, scientists at USDA-ARS and UGA, Tifton, GA; and North Carolina State Univ., Raleigh, NC have developed sixteen populations for additional phenotyping. Parents were selected to attempt to maximize genetic diversity while meeting practical breeding objectives. First, two modern runner cultivars (Tifrunner and Florida-07) were selected as common parents because runner cultivars account for about 80% of the production in the US. Second, eight unique 'donor' parents were selected to supply diversity across market classes and are donors of favorable genes for enhancing drought tolerance and resistance to most important diseases of peanut in the US. The eight unique parents are N08082olJCT (a Bailey derived high oleic breeding line), C76-16, NC 3033, SPT 06-06, SSD 6 (PI 576638), OLin, New Mexico Valencia A, and Florunner. The 16 populations were advanced using summer and winter nurseries. A standardized phenotyping system for evaluating these populations has been developed. Seed increase has begun to provide the community with material for extensive phenotyping. In-depth phenotyping and genotyping of these populations is likely to result in the development of markers that can be deployed by breeding programs for the development of improved cultivars.

SCIENCE

THE PEANUT FOUNDATION

The Peanut Genomics Initiative (PGI) Funding Committee has continued to contact members of the Manufacturer/Allied segments of the industry and has received yearly pledges from this segment totaling $413,550 or $2,067,750 over 5 years.

Additionally, several others have made a one-time donation of $54,250 for 2013. This extra money will be used to accelerate research funding for the PGI.

Final plans are now set for the 7th International Peanut Genomics meeting in Zhengzhou, China. It will be held on June 17-19, 2013. The organizers have received over 150 abstracts for presentations and posters at this meeting.

Attendance is expected to be around 200 participants from over 11 countries. This meeting will be used to review the progress globally on the peanut genomics project and to update our progress versus the strategic plan and make necessary revisions to the plan.

The next meeting of the Peanut Foundation Board will be on June 23rd in Amelia Island. The Foundation will also sponsor a Seed Summit and PGI meeting at APRES in July.

2012 UPPT Results Available - Recent Update

Bill Branch, coordinator for the Uniform Peanut Performance Test, has made available copies of the 2012 field test for potential new varieties. You may obtain a copy by e-mail, fax or mail. Send your request to:

Dr William Branch, University of Georgia
Coastal Plain Experiment Station,
Tifton, GA 31793-0748

Fax: 229-386-7293

Email: wdbranch@uga.edu

2012 Crop Post Harvest Results Available

Test results are now available on the Post Harvest attributes measured at the National Peanut Research Lab in Dawson, Georgia and the Market Quality & Handling Research Lab in Raleigh, North Carolina.

Copies of the data will be distributed on a CD or can be electronically emailed. If you are interested in a copy contact:

Marshall Lamb	229-995-7434
Tim Sanders	919-515-6312
Howard Valentine	706-579-1755

Important Industry Research Websites

Information on peanut genomics
http://www.peanut.bioscience.com

Peanut Research Data Base
http://www.apps.caes.uga.edu/peanuts/

Peanut Allergy Research
http://www.allerg.qc.ca/peanutallergy.htm#proteins

1st World Forum for Nutrition Research Conference

Organized in collaboration by the Iberomerican Nutrition Foundation, the International Nut and Dried Fruit Foundation and the Mediterranean Diet Foundation, this 1st World Forum for Nutrition Research Conference was held during 20th -21st May in Reus, Spain, with the focus on Mediterranean Food on Health and Disease.

Staff from APC and The Peanut Institute attended the first day of the conference, prior to attending the International Nut Congress in Barcelona.

Prominent nut researchers from around the world participated in the meeting:

Penny Kris-Etherton, Department of Nutritional Sciences, Penn State University, USA presented on the "Effects of nuts on cardiovascular responses to stress in type 2 diabetes"; Cesarettin Alasalvar, TUBITAK Marmara Research Centre, Food Institute, Gebze-Kocaeli, Turkey, presented on "Nut antioxidant components and health"; and Emilio Ros, Lipid Clinic, University of Barcelona, Spain presented on "Nuts and cardiovascular disease".

David Jenkins, Department of Nutritional Sciences, University of Toronto, Canada presented on "Glycemic index, glycemic load and Mediterranean Diet".

APC International
Canada
United Kingdom
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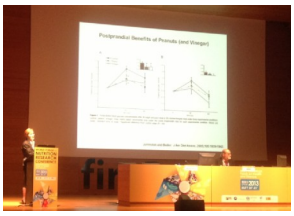


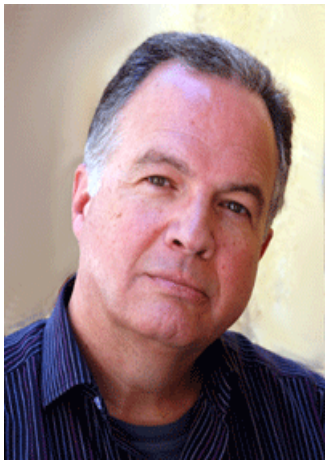
APC Newsletter

PEANUT NUTRITION

Nutrition News You Can Use: New views on salt – not the villain many people imagine

Dr. Andrew Craig, APC Health Consultant, London

From a practical standpoint for the average consumer, what the IOM report and the AHA "Heart Check" taken together mean is this: salted peanuts eaten as a snack food as part of an overall healthy diet are not significant salt sources in the average adult's diet.



You would think from the media coverage it gets and the emphasis some nutritional policy makers put on it, that salt was a first cousin of plutonium: dangerous in even small quantities and so best avoided by anyone who wants to stay healthy. That would be wrong on several counts, as the latest evidence review from the US Institute of Medicine points out. (1) It concludes, not surprisingly, that many people still consume too much salt in their diets (especially from processed meats, baked goods, "ready meals" and take-away foods), but it does not cast salt as a villain to be shunned.

What it does say is that there are simple and easy ways to reduce salt intake but that people should not overdo it. Very importantly, the IOM review makes the point that trying to go "too low" in reducing salt intake is potentially dangerous for some groups and can increase their risks of cardiovascular and metabolic disease.

So what is the current state of play about salt recommendations and what does this have to do with salted snack peanuts? Despite lots of advice about the need to reduce sodium intake (multiply sodium by 2.5 to get the amount of "salt" as you might see it on a label), US adults still consume an average of 3,400 mg/day (8.5g salt – about 1.5 teaspoons). This is above the current federal guideline of 2,300 mg (5.75 g salt) or less daily for healthy adults (2010 Dietary Guidelines for Americans). So most people only need to reduce intakes by less than 3g of salt per day to get close to the guidelines. That's possible by making some simple changes in what people choose to eat most frequently.

Recently the Institute of Medicine reviewed 39 published studies about the benefits and risks of salt reduction. The respected medical journal The Lancet reported the conclusions in an editorial on 25 May 2013, saying: *"… a very low salt intake might not be as beneficial as was previously thought, at least for those at increased risk of heart disease. Less than 2300 mg salt daily could even increase some cardiovascular risk factors, such as blood lipids and insulin resistance, potentially triggering heart problems. Moreover, no evidence suggested a benefit of an ultra-low sodium intake (<1500 mg daily) in any population."*

After this IOM review, it is much clearer "how much sodium is too much" and also for the first time "how little sodium is possibly detrimental". That's where oil-roasted and salted snack peanuts come in. The American Heart Association recently awarded salted snack peanuts its "Heart Check" quality mark for their nutritional benefits, making the point that the salt levels of many types are below the qualifying threshold of 140mg of sodium per serving. That's less sodium than in equivalent amounts of bread. Most of the salt is on the surface which is why peanuts taste salty. And of course roasted peanuts without salt are naturally very low in sodium. (2)

From a practical standpoint for the average consumer, what the IOM report and the AHA "Heart Check" taken together mean is this: salted peanuts eaten as a snack food as part of an overall healthy diet are not significant salt sources in the average adult's diet. They can be enjoyed for their taste and nutritional benefits without contributing to excessive salt intakes. And importantly, if people are thinking of ways to reduce excess salt, there is no reason to cut out the snack peanuts.

(1) Institute of Medicine. *Sodium Intake in Populations: Assessment of Evidence* (May 2013)

www.iom.edu/Reports/2013/Sodium-Intake-in-Populations-Assessment-of-Evidence.aspx

(2) The Peanut Institute. *Heart Healthy Peanuts* fact sheet (March 2013)

www.peanut-institute.org/images/heart-disease_2_3061085115.pdf

Find Health and Nutrition resources at www.peanutsusa.com

Calendar Year 2012 EU Rapid Alerts and Border Rejections

http://www.peanutsusa.com//PDF-Library/Newsletter-Docs/EU-Rapid-Alerts-CY-2012.pdf