

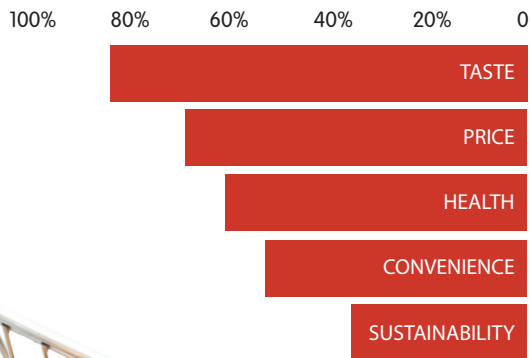
FOOD *for* THOUGHT

Shop Smart, Shop Peanuts

Peanuts would make a wise addition to any shopping cart! The 2015 Food and Health Survey¹ conducted by the International Food Information Council shows that the top five priorities are: (1) TASTE, (2) PRICE, (3) HEALTHFULNESS, (4) CONVENIENCE, and (5) SUSTAINABILITY.

Peanuts and peanut butter fit the bill for all of these categories!

How much of an impact do the following have on your decision to buy foods and beverages?



International Food Information Council, Food and Health Survey 2015



TASTE

Peanuts and peanut butter represent over 2/3 of nut consumption in the U.S. Americans love the taste of peanuts!

PRICE

Peanuts cost less per ounce than any other nut or protein source.

HEALTH

Research has shown peanuts can prolong life, reduce the risk of heart disease and cancer, and promote healthy weights in adults and children.

CONVENIENCE

Peanuts are portable and can be found almost everywhere food is sold, including grocery stores, convenience stores, vending machines, and more.

SUSTAINABILITY

Peanuts are a nutrient-packed source of plant-based protein, which require a lot less water to produce than other nuts and meats.



PEANUTS ARE *full* OF FLAVOR

Over 10% of the American population eats peanuts or peanut butter on any given day², so it's clear that we love the taste of peanuts! In fact, while nuts are among the top 3 most frequently consumed snacks³, peanuts are the most popular among them³. People love peanuts for their ability to provide a quick boost of energy and a good source of protein³. Peanuts are also popular for their ability to satisfy hunger³. Kids like peanut butter so much that they increased the amount of vegetables they ate when they paired them with peanut butter in a recent study⁴.

Peanuts are affordable

Peanuts are the most affordable of any nut. Peanuts cost just twenty-five cents per ounce, which is 1/2-1/5 the cost of other nuts⁵. Peanut butter is only nineteen cents per ounce, which is a mere 1/3-1/6 the cost of other nuts⁶. Even when compared to other snack foods, and to other sandwich options, peanuts and peanut butter beat out the cost of the competition.

Peanuts help ward off disease

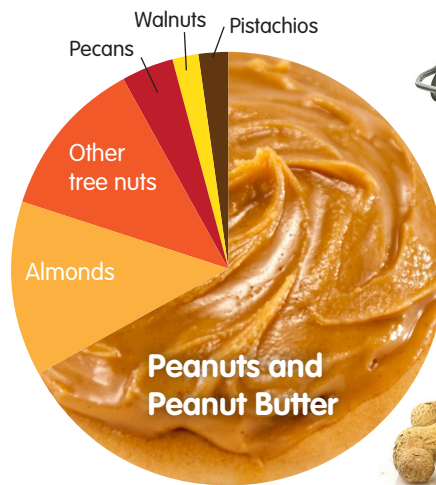
As if flavor and affordability weren't enough to have you filling your pantry with peanuts and peanut butter, they also happen to be good for your health! In fact, the Dietary Guidelines for Americans have long included a recommendation to consume nuts as part of a healthy diet to prevent chronic disease⁶. Peanuts have garnered specific mention given their broad appeal and affordability, but even more so for their far-reaching effects on health.

90% of American households have one or more jars of peanut butter in their pantry¹⁸

Peanuts are chock full of nutrients that contribute to their ability to prolong life, prevent cardiovascular disease, manage weight⁷, and control blood sugar⁸. In fact, peanuts are the most nutrient dense nuts, which means they have more nutrients per calorie than any other nut! They contain significant amounts of at least 12 different nutrients, including over 7g of plant-based, cholesterol-free protein—the reason it's known as 'the protein nut'.⁹ Peanut protein contributes to increased satiety¹⁰ and helps to stabilize blood sugars after a meal¹¹. Peanuts are a good source of fiber¹² and healthy fats too¹³, which not only increase the feeling of fullness¹³, but also help to lower cholesterol.

Peanuts also contain powerful antioxidants, which can help protect against heart disease, cancer¹⁴ and stroke. Resveratrol is an antioxidant most known for its anti-aging effects, but it has also been shown to help with weight loss, and decrease the risks of cancer, diabetes, and kidney disease¹⁵. Peanuts contain high amounts of resveratrol, especially boiled peanuts, which have more resveratrol than red wine¹⁶.

Nut consumption in the US

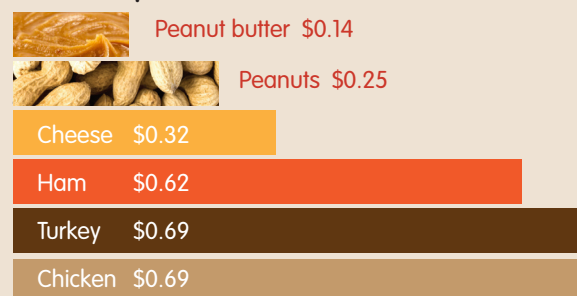


Peanuts are convenient

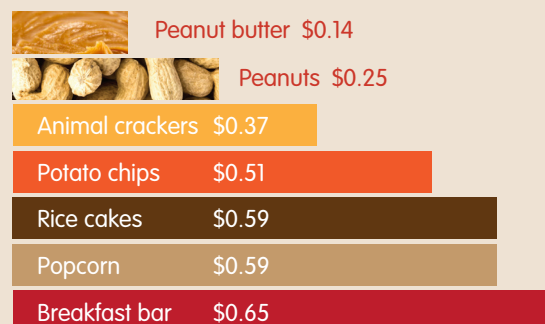
When it comes to convenience, there's hardly a more perfect food than the peanut. According to the USDA, 90% of American households already have one or more jars of peanut butter in their pantry¹⁷. There's nothing more convenient than shopping in your own pantry! Otherwise, peanut butter and peanuts are sold at grocery stores, convenience stores, gas stations, and in vending machines. Peanut butter can even be found at most food banks, as a "shelf-stable protein that's enjoyed by everyone"¹⁸. You can easily find peanuts in pre-portioned, individual packages for healthy portion control too.

Affordability of Peanut Products

Peanuts as protein



Peanuts as snack food



Cost per 1 oz. serving. Data per HarrisTeeter.com April 2015.

PEANUTS ARE A *sustainable* FOOD

Sustainability was added to the agenda of the USDA Dietary Guidelines Advisory Committee for the first time in 2015¹⁹.

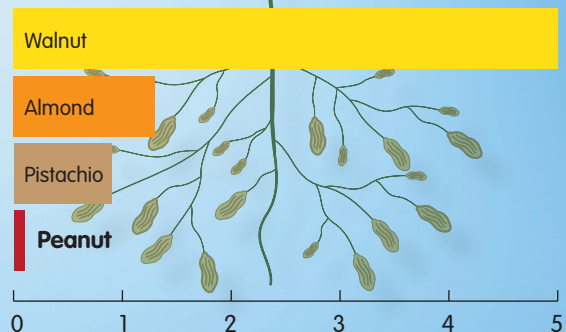
The Committee recommends consuming more plant-based protein sources as a way to combat disease, in addition to protecting the environment. Peanuts are a rich source of plant protein, and may be considered better for the environment than any other nut.

For example, it takes over 20 times more water to produce an ounce of almonds than peanuts. As an alternative to a red meat-containing lunch, such as a hamburger, a peanut butter and jelly sandwich saves 3.5 pounds of carbon dioxide emissions¹⁹. That's more than the amount saved by driving a hybrid vehicle for one whole day! Choosing PB&J for lunch just five times a month saves more water than switching to a low-flow showerhead.

Peanuts save land too. According to the PBJ Campaign, "PBJ at lunch can save about 24 sq ft of land from deforestation and over-grazing"¹⁹.



The water it takes to produce the beef on
ONE BURGER
could produce peanuts for about
17 PEANUT BUTTER AND JELLY SANDWICHES
and the land that it takes to produce that
beef could produce peanuts for 19 PB&Js.



HOW THIRSTY IS YOUR FOOD?
Gallons of water to produce **ONE NUT**

Data per MotherJones.com Feb 2014

PEANUT GNOCCHI WITH *peas and pancetta*

Yield: 6 portions

INGREDIENTS

- 2 Egg yolks, large
- 6 Russet potatoes (about 2 lb.)
- 1 cup Peanut flour
- 2 cups Fine semolina flour, divided
- Salt to taste
- ½ lb Pancetta, diced small
- 1 lb English peas, shelled, blanched
- 4 oz Butter
- 2 cups Parmesan cheese



DIRECTIONS

1. Cook the potatoes in salted water in their skins until very soft. Peel the potatoes and press through a food mill. While still hot, mix in salt and egg yolks until combined.
2. Add the peanut flour and half of the fine semolina flour, mixing gently until combined, as if making a pie crust, without kneading. Add more all-purpose flour if needed to make smooth dough that is not too sticky.
3. Roll the dough into ropes about ½-inch wide and cut into 1-inch pieces.
4. Bring a big pot of salted water to a boil.
5. In a saucepan, render the pancetta until crispy. Add the peas and cook until heated through. Add the butter.
6. Boil the gnocchi until they float and toss them in the pancetta mixture. Season.
7. Top with the parmesan cheese. Serve hot.

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The Peanut Institute is a non-profit organization that supports nutrition research and develops educational programs to encourage healthy lifestyles.



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EAT A LITTLE EVERY DAY
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