



**Texas Peanut
Producers Board**

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For Immediate Release

Area Organizations Team Up to Feed Those in Need

LUBBOCK, Texas (December 13, 2010) – The Texas Peanut Producers Board, Lubbock Chamber of Commerce, South Plains Food Bank and Sunland, a peanut butter company in Portales, N.M., teamed up during National Peanut Butter Lover’s Month this November and collected more than 10,000 jars of peanut butter to feed hungry families during the holiday season.



Photo Caption: (from left to right) Don Whittenberg, Ted Higginbottom, David Weaver of the South Plains Food Bank, Shelly Nutt, and Mike Metzgi, Co-Chair of the Chamber Ag Committee make a peanut butter donation to the South Plains Food Bank

“We asked people to donate money through the Lubbock Chamber website, and then the chamber purchased all the peanut butter,” said Shelly Nutt, TPPB executive director. “We worked out a special deal with Sunland where we were able to purchase the peanut butter at a greatly discounted price.”

TPPB also received a nice surprise when an area business donated more than 6000 jars of peanut butter to the cause. Whittenburg Insurance of Seminole, Lamesa and Seagraves and Jones and Lowe Insurance of Brownfield, rather than send their customers a Christmas gift, opted to donate peanut butter in their customer’s names.

“With the economy in a slump and so many families facing difficult times and having trouble putting food on the table, we just felt like our customers would appreciate knowing they are helping others less fortunate”, said Ted Higginbottom, partner.

Because peanut butter is rich in protein, it is an affordable alternative to more expensive protein sources. This makes it perfect for families financially struggling during the holidays.

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The original goal was to raise enough money to purchase one palette of peanut butter, or 126 cases of peanut butter. As of November 30, the drive has raised enough money to purchase more than 6 palettes, and Nutt said they are still receiving donations.

“We had a really successful peanut butter drive this year, and hope this annual program will only continue to grow in the future,” Nutt said. “This is the perfect example of communities coming together to help fellow Texans.”

Although this year’s peanut butter drive has ended, TPPB still encourages Texans to connect with their local food bank and donate peanut butter to help Texans in need.

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The Texas Peanut Producers Board is a state-wide board funded by a \$2 per ton voluntary checkoff program. TPPB is responsible for coordinating peanut research, promotion and marketing programs. For more information, visit www.TexasPeanutBoard.com or contact TPPB Communications Director Stephanie Pruitt at stephanie@texaspeanutboard.com.