



Contact:
Shelly Nutt
Executive Director
Texas Peanut Producers Board
(800) 734-0086

For Immediate Release

TPPB Teams with H.E.B to Donate Peanut Butter to San Antonio Food Bank

LUBBOCK, Texas (April 6, 2011) – There were many “nutty” events surrounding the grand opening of an H.E.B in Pearsall, Texas last month... Not only was the infamous “World’s Largest Peanut” being relocated to the new store location, but the Texas Peanut Producers Board and H.E.B. embraced the opportunity to donate to a worthy cause. Together, the groups donated nearly 6,500 jars of peanut butter to the San Antonio food bank.

“When we were invited to the new store’s grand opening, it only seemed natural to take the opportunity to donate peanut butter to a nearby food bank,” Shelly Nutt, executive director for TPPB, said.

The H.E.B. grand opening event highlighted the revamp and relocation of the famous Pearsall peanut statue to the new store’s location, as well as a number of other festivities focused on consumer nutrition education.

Since peanuts and peanut butter are packed with essential nutrients, protein and energy – it’s a natural choice for consumers to ensure they are a part of their everyday diet. With the current state of the economy, food banks are eager to accept donations such as peanut butter to provide to their clients.

San Antonio Food Bank President and CEO Eric Cooper said just four years ago their food bank was feeding 25,000 people each week and that number is now 58,000 people per week. He said peanut butter is a great ingredient for a number of household situations of their customers.

“Peanut Butter is also a great protein that everyone loves. It is our number one needed food item,” Cooper said.

Peanut butter makes the perfect food bank donation item because it is high in protein, can be served in many different ways, and it tastes great! It also has been proven to reduce the risk of diabetes and other diseases.

“Peanut farmers work hard to provide a quality crop for consumers year after year,” Nutt said.

“Donations like this are just another way Texas producers are working to feed millions of people across the world.”

TPPB is grateful for the partnership with H.E.B. and the opportunity to provide families in need with tasty, nutritious peanut butter.

###

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.