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For Immediate Release

Image Attached

Peanut Industry Initiative Strives to Feed the Hungry *Features efforts of Texas Peanut Producers Board and others*

LUBBOCK, Texas (April 18, 2011) – The United States peanut industry recently launched a new website for its ongoing initiative to provide valuable nutrients to those in need – [Peanut Butter for the Hungry](#).

Peanut Butter for the Hungry is an initiative of the peanut industry, including growers, shellers, manufacturers and allied industry members, to help malnourished children in places where resources are limited. Its goal: to get more peanut butter to food banks, where kids, in particular, can have access to it.

For years, the [Texas Peanut Producers Board](#) has played an active role in the industry's effort to provide peanut butter and encourage donations of peanut butter to Texas food banks and other causes such as the relief efforts following the Haiti earthquake in 2009.

"Texas peanut producers are proud to grow a nutritious product that tastes great and can play a vital role in combating one of the world's greatest problems – hunger," TPPB Executive Director Shelly Nutt said.

The website's [Projects](#) page features a number of the industry's recent efforts and several by TPPB , including its recent peanut butter donation to the [San Antonio Food Bank](#) ([found here on the website](#)) and its partnership with [Breedlove Foods](#), which provides food to those in need across the world, to produce the peanut-based VitaNut-Pro.

"This site not only highlights what the peanut industry's done to help fight hunger," Nutt said, "it also provides resources on peanut and peanut-products' health benefits and data proving how valuable they can be in combating malnutrition."

Peanuts and peanut products such as peanut butter can provide critical nutrients to all ages and all populations. While, severe acute malnutrition is a serious problem in the developing world, there is a growing population of malnourished obese individuals in the United States who take in too many calories, yet too few nutrients. Data shows that despite excess energy intake, overweight children are not meeting recommended daily allowances of many nutrients.

Peanut butter is recognized as a nutrient-rich preventative food for these individuals and research supports daily use to promote health, manage weight and improve nutrient adequacy.

For more information about the peanut industry's humanitarian efforts, visit the initiative's site, www.PeanutButterForTheHungry.org. Additional information on the Texas peanut industry is available at www.TexasPeanutBoard.com.

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The Texas Peanut Producers Board is a state-wide board funded by a 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.