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PEANUTS:
ENERGY for the good Life.

NEWS IN A NUTSHELL

Presented by the National Peanut Board

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Food Banks Across the Country Rely on Peanut Butter During the Holiday Season



Food banks across the country are desperately seeking donations throughout the holiday season. And, according to the [Atlanta Community Food Bank](#), peanut butter is one of the most sought after items by food bank pantries throughout the United States.

“The holiday season is an important time for us,” said Bill Bolling, executive director of the Atlanta Community Food Bank. “We count on the generosity of the community to host food drives and donate funds to help us meet the demand for food through the winter months, and nutritious, shelf-stable items like peanut butter are some of the most needed items.”

A staple item in most households and food banks, peanut butter can last in pantries for months and with over 30 essential vitamins and nutrients, peanuts are a Superfood with more protein than any nut, heart-healthy fats and fiber.

“When you combine nutrition, flavor and affordability, peanut butter is still a great buy despite the recent peanut butter price increases,” said Sherry Coleman Collins, registered dietitian for the National Peanut Board.

According to the [USDA](#), in 2010 more than 16 million children lived in households that were food insecure, and peanut butter helps provides the nutrition they need with a taste they love! When you consider affordability, nutrition and cost, the value can't be topped. For your family and families in need, peanut butter is a delicious and nutritious gift.

To find out how you can donate to your local community food bank this holiday, please visit [Feeding America's](#) website.

A New Trend? Peanuts in Your Slow Cooker

Several popular magazines and blogs are encouraging Americans to save time and money by using their slow cookers this winter. Crockpots® have been a household staple appliance in most kitchens since the early 1970's. Peanuts and peanut butter work well in most slow cooker recipes because they are both nutritious and add flavor to sweet and savory dishes.

Betty Crocker® recently featured this [Slow Cooker Thai Chicken](#) recipe on their website, asking readers to skip take out and make their favorite Thai restaurant recipe at home using peanuts and peanut butter.

This recipe for [Chocolate Peanut Butter Pudding Cake](#) featured in [Woman's Day magazine](#) can also be made in a slow cooker. It's simple to make and the perfect ending to a nice meal on a cool winter night.

Food bloggers, the [Crockpot Girls](#) are making a name for themselves by featuring new slow cooker recipes and videos daily on their blog, including a recent recipe for [Crockpot Peanut Clusters](#). Also, [A Nutritionist Eats](#), a food and nutrition blog with thousands of followers, showcased a new recipe for [Slow Cooker Asian Chicken Stew](#). This gluten-free recipe is easy make and only requires a 10-minute prep time.



This Asian Chicken Stew from A Nutritionist Eats is just one example of recent peanut slow cooker recipes.

Nature Takes on Allergies By Sherry Coleman Collins, MS, RD, LD



[Nature](#) publishing group brings together some of the best recommendations and current science on allergies in a recent [Nature Outlook Supplement](#). Available for free in its entirety online, this easy to read publication provides an overview of what is currently known about allergies, as well as where there are still significant unknowns. Topics include food allergies, eczema (atopic dermatitis), hygiene hypothesis and many others.

The National Peanut Board's Scientific Advisory Council member, Dr. Gideon Lack's research is highlighted in the section titled "Picky Eaters." The article addressed older recommendations that infants should be exclusively breastfed for the first 4-6 months and that potential food allergens shouldn't be introduced for up to 3 years. Lack and other researchers questioned that advice and have, in fact, changed the recommendations of experts with their ground-breaking research.

"There is a possibility that we were achieving the reverse of our intentions through this avoidance policy," said Dr. Gideon Lack. His research seems to indicate that waiting to introduce potential food allergens may actually increase the potential for developing food allergies. As the result of his research, the American Academy of Pediatrics changed their recommendations in 2008 to say there's no evidence to support waiting as a way to prevent food allergies.

Lack leads two promising large studies, Learning Early About Peanut Allergy (LEAP) and Enquiring About Tolerance (EAT), which are each designed to follow hundreds of children over several years to determine how introduction of solid foods, including potential allergens, affects long-term development of food allergies, particularly peanut allergy. NPB has provided funding for both of these studies as an effort to promote a better understanding of peanut allergies.



Research to help healthcare professionals, parents and individuals managing food allergies continues to evolve, as do the recommendations. NPB continues to monitor food allergies, seeking guidance and understanding from our Scientific Advisory Council, and sharing best practices for food allergy management whenever possible.

Innovator Spotlight: Wild Squirrel Nut Butter

Building on the success of niche and natural brands of peanut butter like Peanut Butter & Co. and Sunland, other small business innovators have put their own spin on the American staple. Peanut butter's versatility and universal appeal provided a canvas of inspiration for two students in Oregon who recently started [Wild Squirrel Nut Butter](#).



Company owners Keeley Tillotson and Ericka Welsh love peanut butter because "it is such a versatile food," said Tillotson. "As athletes, it's a great way to get healthy fats and make foods like oatmeal or toast more interesting and nutritionally balanced."

Using runner peanuts, the company features four uniquely flavored peanut butters, including Bright Eyed & Bushy Tailed (swirled with chocolate, espresso and coffee) and Pretzel Pizzazz (blended with honey and crunchy salted pretzels). "Our goal is always to create entirely new flavors," said Tillotson. "We love to cook and bake so we get a lot of inspiration from cookbooks and new recipes. And our customers always have great ideas for us too!"



Wild Squirrel Nut Butter has skyrocketed to success from its humble beginning in the duo's college dorm room just about a year ago. "We realized how unique our peanut butter was and began to sell it to friends, family, and on campus," said Tillotson. "The more quickly we sold, the more we began to recognize that our product could be successful in stores." Through sales in 25 grocery stores in the Portland and Eugene areas as well as [online ordering](#), the company is set to sell over 10,000 jars of peanut butter.

"We never planned on starting a business—we planned on making really delicious peanut butter!" said Tillotson. "Being motivated by taste and quality alone lead us to a really great product that tastes like delicious, fresh roasted peanuts."

Peanut Lovers Gift Guide: Homemade and Store Brought

A recent article in *USA Today* featured interviews with [celebrity chefs](#) about their favorite homemade gifts for family and friends during the holidays, including a recipe for peanut brittle from Oprah Winfrey's former

chef Art Smith.

Homemade treats are always appreciated at this time of year. Not only do friends and family value your time, effort and creativity, but homemade gifts can also help you save money. Here are more peanut and peanut butter friendly gift ideas that would make the ideal present.



Peanut Butter & Chocolate Dipped Pretzels from Cooking Light are a great homemade gift idea.

Cooking Light magazine featured a recipe in their December 2011 issue for [Peanut Butter and Chocolate Dipped Pretzels](#). This three-ingredient recipe is perfect to make with kids and will still taste great after being wrapped under the tree for a few days. *Food Network Magazine* also featured several [holiday gift ideas](#) with peanuts and peanut butter in their December 2011 issue, including [peanut butter fudge](#) and [chocolate peanut bark](#).

For cookie lovers, cookie jars make great gifts. All you need is a mason jar and the dry ingredients. It's easy, cost effective, and would even be a fun project to do with your kids. All the recipient has to do is add the wet ingredients and bake. Check out this recipe for [Oatmeal Peanut Butter Jar Cookies](#).

This recipe for [Salted Carmel Peanut Butter Cups](#) is the perfect stocking stuffer. For even more gift ideas, *Aol.com* recently featured a [video](#) with peanut butter gifts ideas to make at home during the holidays.

If you aren't a baker, you can buy the ultimate peanut butter lover a gift that they will love. We found several peanut products for the guy or girl in your life.

The fashion forward male might love these [peanut-shaped cuff links](#). This [peanut butter mug](#) is the perfect gift for the guy who can't go a day without a cup of coffee (or peanut butter!).

The woman who loves entertaining may enjoy this [peanut butter lover's](#) cookbook to test out all of her favorite recipes for her next party.

To learn more about other gifts that you can make or purchase for your family and friends this year, check out our blog at [EnergyfortheGoodLife.org](#)



This mug may be the perfect gift for someone who loves coffee and peanut butter.

Recipe: Marshmallow Peanut Butter Double Chocolate Pillowtop Bars

These [creative bars](#) from blogger Averie at [Love Veaaies and Yoa](#) are



perfect for gift-giving and will please kids and adults alike. Condensed milk, marshmallow creme and peanut butter topped with chocolate chips form the “pillowtop” frosting of this bar and give way to a gooey center with melted white chocolate, oats and vanilla.

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National Peanut Board | 2839 Paces Ferry Road, Suite 210 | Atlanta | GA | 30339