



National Peanut BoardSM

An Open Letter From America's Peanut Farmers

No one is more deeply disturbed by the recent salmonella crisis than the thousands of USA peanut farmers and their families. For generations, we've worked to deliver the freshest, most wholesome peanuts possible because we value the bond we've built up with you over the years.

Peanuts, peanut butter and peanut products, as much as any food, are part of the American experience, from the familiar PB&J in millions of school lunch boxes to the many innovative uses introduced each year. In fact, it wouldn't be a stretch to say that your confidence in peanuts and peanut butter has helped them become affordable, nutritious staples in the American pantry. But recent events beyond our control have shaken that confidence, and caused many to question the integrity of the peanuts we nurture and grow.

We are all deeply upset by the actions of one isolated company. We may be peanut farmers, but we also are fathers, mothers, sons and daughters—and consumers—just like you. So we understand and share your concerns.

This company's actions also have led to confusion about what is safe to eat. According to the US Food and Drug Administration, "Major national brands of jarred peanut butter found in grocery stores have *not* been among the products recalled," and a vast array of other peanut butters and peanut products are also *unaffected*.

We want to help answer your questions. Please visit www.nationalpeanutboard.org, where you'll find resources and important links to help get the information you need.

America's peanut farmers care. That's why we are in support of efforts to safeguard and protect the growing, manufacturing and distribution of our peanuts. We don't want anyone to ever worry about the safety of peanuts or any food product again.

We will be in New York City at Vanderbilt Hall in Grand Central Terminal on March 4 and 5—to meet and talk with you, answer questions and to share some of the tastes you've always loved. This is one of many events we have scheduled throughout the country in the coming months.

We value your trust. We also know it's something we have to earn every day.

Sincerely,

A handwritten signature in black ink, appearing to read 'Roger Neitsch', is written in a cursive style. The signature is fluid and somewhat stylized, with the first letter 'R' being particularly large and prominent.

Roger Neitsch
Texas Peanut Farmer
Chairman, The National Peanut Board
www.nationalpeanutboard.org