Our Mission

To improve the economic condition of USA peanut farmers and their families through compelling promotion and groundbreaking research.

Our Values

**Sustainable agriculture:** America’s peanut farming families take great pride in growing a nutritious and affordable food, while nurturing the land they work and the communities in which they live. They responsibly steward the land to leave a sustainable legacy for future generations.

**Wholesome, USA-grown peanuts:** Our peanuts are a healthy, plant-based food with more protein than any other nut and more than 30 essential nutrients.

**Wellness and fitness:** We support healthy eating and good nutrition for people of all ages to get the most out of their lives. We're also an evidence-based resource for consumers and health professionals.

**Food allergy solutions:** We're committed to preventing and managing food allergies. To that end, we've devoted more than $21 million to research, outreach and education programs.

**Innovation:** We champion innovation. US peanut farmers are the most efficient in the world, as a result of our commitment to funding production research. And from retail to foodservice, we inspire creative peanut products and menu items.

**Compassion:** We're committed to helping end hunger and provide relief in the U.S. and abroad. Peanut butter in therapeutic meals is saving thousands of lives around the world, and peanut butter is the most requested food by food banks.

**Openness:** We operate honestly, ethically, fairly and in ways that engender trust among our stakeholders, consumers and the communities we serve.
Our Vision

We are shaping the direction and focus of peanut production research through collaboration with industry stakeholders and research funding.

More people are eating more peanuts in more ways. In particular, millennials’ perception of peanuts has improved based on a better understanding of the peanut as the most relevant, sustainable, and nutritious nut.

The early introduction of peanuts is now the generally accepted practice to prevent peanut allergies.

There is a more realistic perception of the risks of peanut consumption.

Our growers are well informed and appreciate the work of NPB.

Our Strategies

Drive Consumption By Increasing the Relevance of Peanuts with Millennials

Maximize Value of Production Research Dollars

Remove Barriers to Consumption and Advance Food Allergy Progress

Increase Grower & Industry Appreciation of NPB’s Value

Expand Exports through Targeted Opportunities and Support of Industry Efforts

The Bottom Line

We’ll know we’re reaching our destination when we can measure the movement of the relevance and sales needles: people are thinking about peanuts differently, talking about peanuts positively, engaging with peanuts more often and buying more peanuts overall.