

The background is a solid, vibrant green. Scattered around the perimeter are several pistachio nuts in various stages of being opened. Some are fully open, showing the green, wrinkled kernel and the reddish-purple inner lining. Others are partially open or closed. The nuts are positioned on the left and right sides, framing the central text.

**GLOBAL
CAMPAIGN STRATEGIES**

**AMERICAN
PISTACHIO
GROWERS**

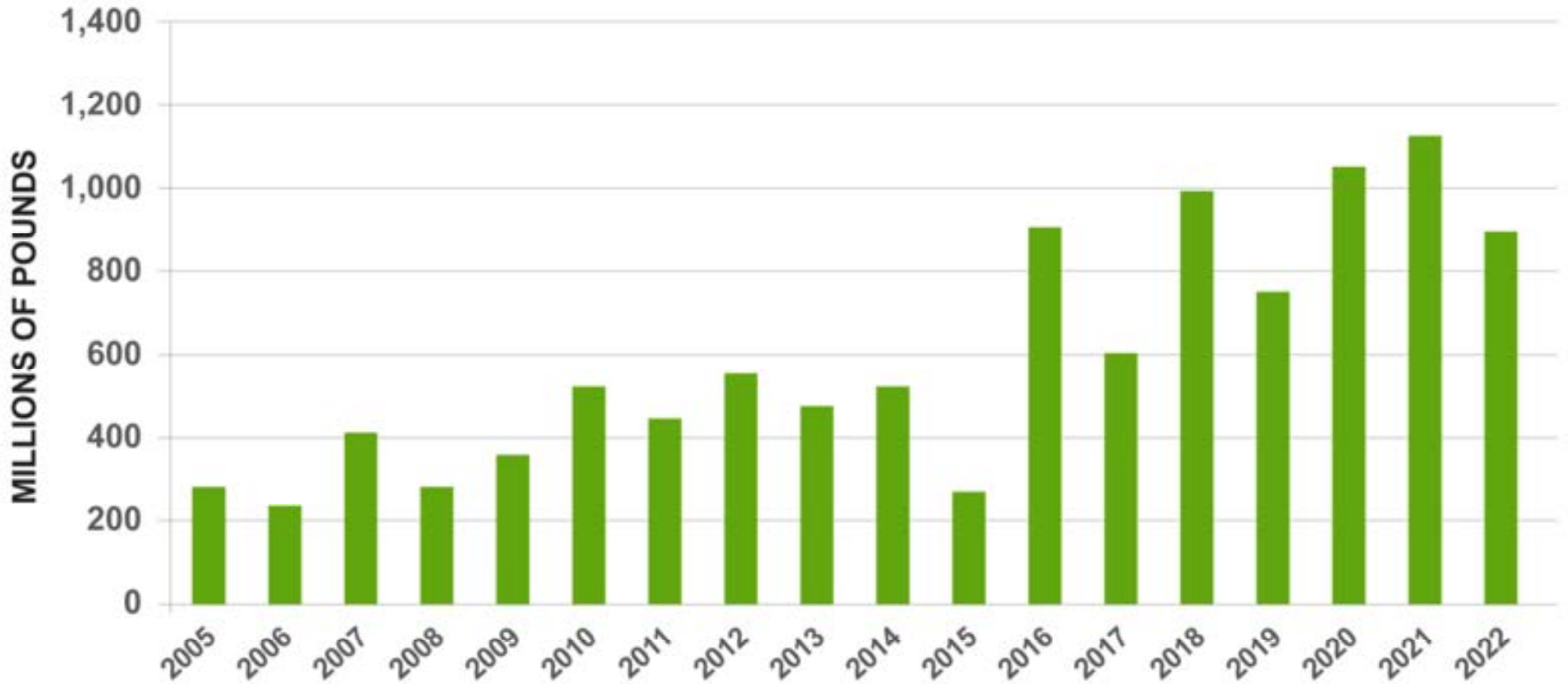


WHAT APG FOCUSES ON

- ✓ **Promotion, Public Relations and Consumer Awareness of American Grown Pistachios**
- ✓ **Nutrition Research**
- ✓ **State & Federal Government Relations**
- ✓ **Member Services and Communications**

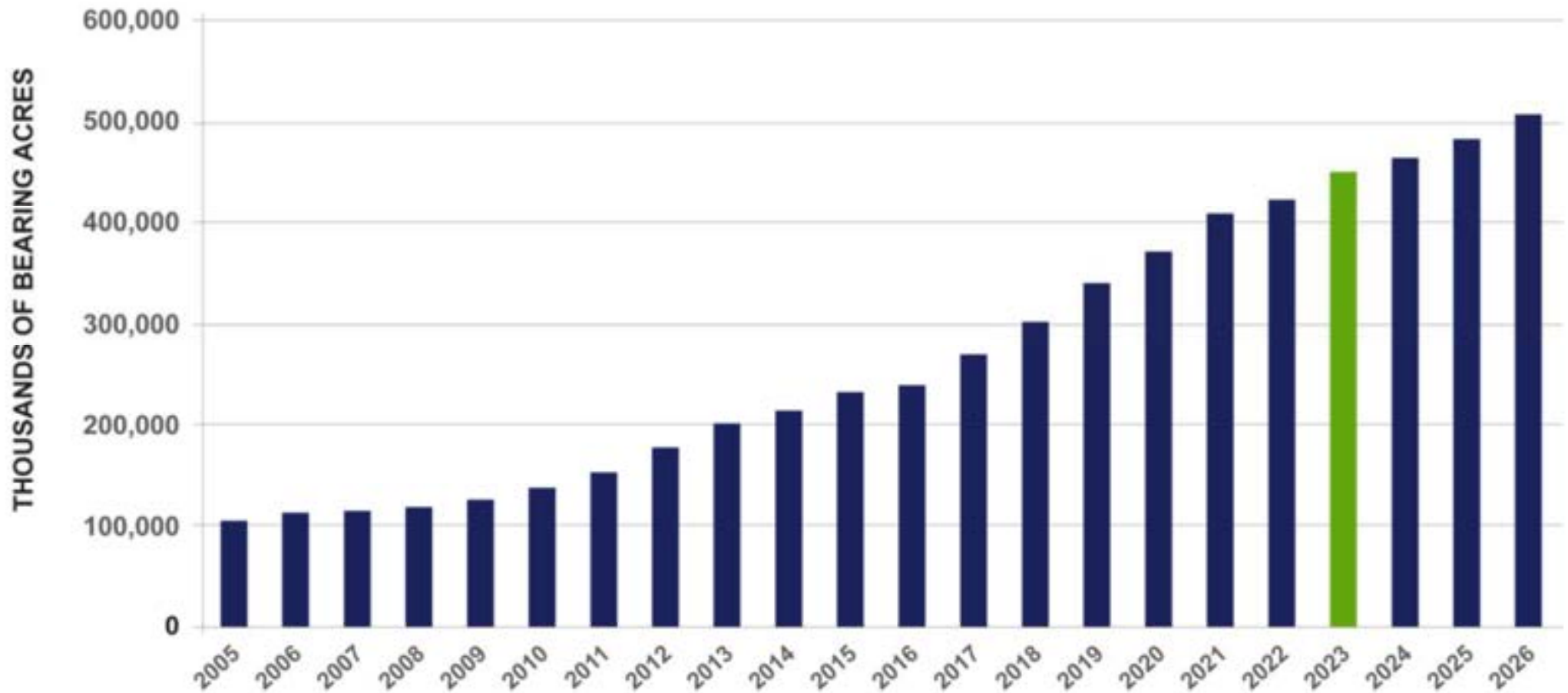


PISTACHIO PRODUCTION



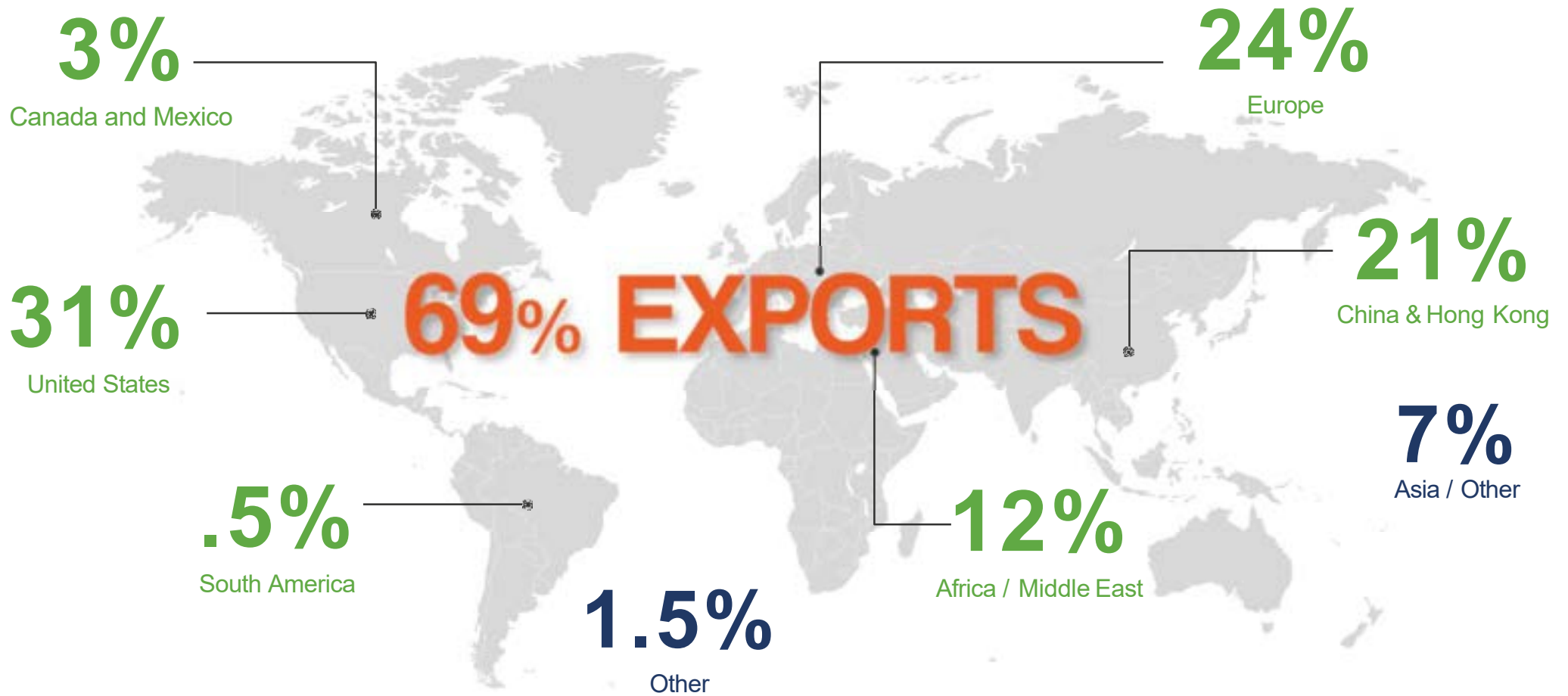
Source: ACP Data

CALIFORNIA CURRENT AND EXPECTED PISTACHIO BEARING ACRES



Source: ACP Data

U.S. PISTACHIO SHIPMENT DESTINATIONS CROP YEAR 2021/22



Source: ACP Data

The **POWER** *of*
PISTACHIOS™

American Quality. California Grown.



AMERICAN QUALITY
PISTACHIOS[®]

California Grown

ORIGIN LOGO

Dr. Mehmet Oz announced the findings of a study that showed pistachios are a complete protein, at APG's 2020 Annual Conference in Monterey. He also shared the results of recent antiviral/ antimicrobial studies that showed pistachio extract helped stop the growth of bacteria and virus *in vitro*. He later featured the pistachio research on his nationally syndicated show, the *Dr. Oz Show*.

AMERICAN-GROWN PISTACHIOS ARE A COMPLETE PROTEIN



PISTACHIO
TODOS HAN
LOS PISTACHOS
UNA PROTEINA
COMPLETA

PISTACHIO
CHANGEMENT DE LA DONNE :
LES PISTACHES
INTEGRENT LA
PROTEINE
COMPLETE

PISTACHIO
GAME CHANGER:
PISTAZIEN
SIND VOLL
PROTEIN

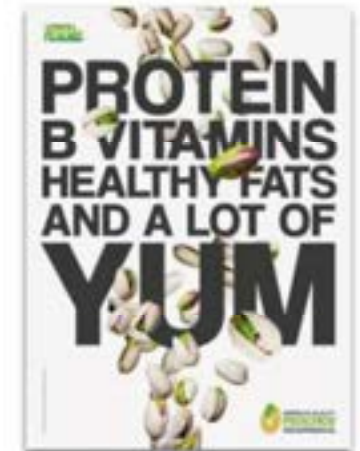
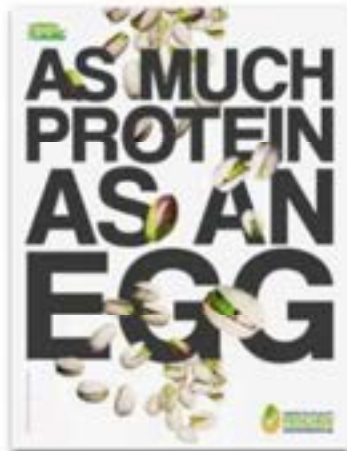
PISTACHIO
GAME CHANGER
PISTACHIOS
ARE A COMPLETE
PROTEIN

PISTACHIO
게임체인저
완전단백질
타치오

PISTACHIO
SI APRE UN
NUOVO CAPITULO,
IL SONO
PROTEINA
COMPLETA

PISTACHIO
格局
果是
蛋白

APG Print Ads



APG's Most Recently Funded Nutrition Research Study at Cornell University

PISTACHIOS HAVE A HIGH ANTIOXIDANT CAPACITY THAT RIVALS POPULAR ANTIOXIDANT-CONTAINING FOODS

A new study conducted by Cornell University and published in the journal, *Nutrients*, determined that pistachios have a very high antioxidant capacity, among the highest when compared to values reported in research of many foods commonly known for their antioxidant capacity, such as blueberries, pomegranates, cherries, beets, and red wine.^{1,2,3,4} The purpose of the research was to measure the level of antioxidant "capacity" of pistachios. In other words, to measure pistachios' ability to fight free radicals with antioxidants.

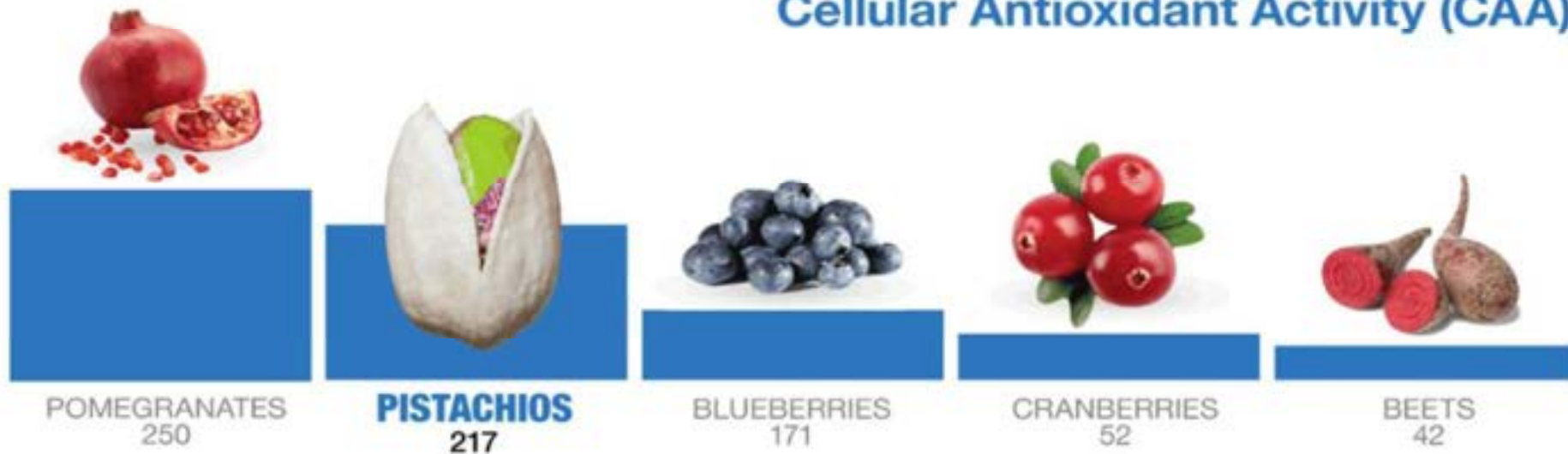
ANTIOXIDANT ACTIVITY OF COMMON FOODS

Researchers, led by Dr. Rui Hai Liu, used two methods of measuring antioxidants—the accepted measurement established by the United States Department of Agriculture, called ORAC, which stands for Oxygen Radical Absorbance Capacity; and CAA, short for Cellular Antioxidant Activity.^{1,2}

Oxygen Radical Absorbance Capacity (ORAC)



Cellular Antioxidant Activity (CAA)



A collection of pistachios in various states: some are closed, some are cracked open to reveal the green nutmeat, and one is partially shelled. They are scattered around the central text.

SHOCKING FACT

PISTACHIOS

ARE LOADED WITH

ANTIOXIDANTS



BUS WRAPS IN LONDON



BUS WRAPS IN MADRID AND BARCELONA



VIRTUAL GLOBAL HARVEST TOUR & CHEF COOK-ALONGS



JUGALBANDI

TWO MASTERS | TWO CONTINENTS
TWO STYLES | ONE INGREDIENT

CELEBRITY CHEF COOK-ALONGS

THANK YOU !



www.AmericanPistachios.org