



# National Peanut Board Strategic Plan 2026-2028

## Our Mission

To cultivate the value of USA-grown peanuts and strengthen the future of peanut farming families through compelling promotion and groundbreaking research

## Our Values

### Good Stewards

We uphold peanut farmers' pride in growing a beloved food that nurtures families, communities and the land – today and for generations to come.

### Wellness Advocates

We support access to delicious and nutritious food for people of all ages worldwide. We're a trusted, evidence-based resource for consumer and health professionals.

### Food Allergy Champions

We embody the spirit of our founding Board to eradicate peanut allergies with empathy and innovation.

### Innovative

We inspire new and creative uses for peanuts to remain relevant and support ways to increase crop demand, yield, and efficiencies.

### Principled

We operate honestly, ethically, fairly and in ways that engender trust and inclusivity among our stakeholders, consumers, and the diverse communities we serve.

## Our Strategies



Increase the passion for USA-grown peanuts among Gen Z



Achieve breakthrough results and remove barriers to eradicate peanut allergy



Leverage relevant storytelling to inspire, engage and collaborate with industry partners



Foster a collaborative network to maximize production research investment



Optimize organizational capabilities to advance performance

# Vision 2028

What does success look like 3.5 years from now when we have been guided by our Mission and Values?



## Promotion

Domestic - Export - Grower & Industry - Communication

- We have established a long-term, consumer facing brand and campaign that positions peanuts competitively among Gen Z
- Gen Z over-indexes VS other generations on choosing peanut as the best option for sustainable plant-based nutrition
- We have strategically collaborated & partnered with peanut brands on compelling promotions and relevant new product innovation
- We have helped build preference for USA-Peanuts to support export activities
- We have evolved our grower & industry communication plan to engage all audiences using the most efficient, effective and relevant tactics
- We have leveraged our knowledge to help move the industry forward

## Allergy

Marketing - Research - Education

- NPB-funded research has changed the trajectory of a critical area of allergy study/practice
- Leveraging NPB's credibility & commitment to ending peanut allergy, we have developed more advocates and greater reach for food allergy research and education
- We have achieved a 10% increase in the number of the top 50 K-12 school districts who menu peanuts due to improved allergy management practices
- We have established a protocol for the successful introduction of peanuts into colleges & universities with six wins in our pilot programs
- 60% of pediatric healthcare providers consistently recommend early introduction of peanut foods to parents
- 70% of new parents practice early introduction of peanut foods and disparities have decreased for traditionally underserved families
- Target audiences have a more accurate understanding of peanut allergies

## Production Research

### State - Other Research - Cofunded Research

- NPB-funded research continues to meaningfully impact growers
- We are now better able to take advantage of high dollar collaborative research opportunities that deliver the most for growers
- Peanut researchers are increasingly nimble in response to emerging issues
- We serve as a thought leader & conduit between state organizations, USDA, and other national organizations responsible for research

## Capabilities

### People - Processes & Systems

#### People

- NPB Board Leadership Development Program is valued and well received
- Board Members & NPB Staff are well equipped to represent the Board and articulate the Mission; they are prepared for a crisis
- We leverage quarterly staff meetings & annual development programs to increase staff capabilities in critical areas
- We have a process in place to ensure our Staff benefits from ongoing development {e.g., workshops, trainings, specialty assignments and mentoring programs}. We have individual development plans that are reviewed annually and updated as needed
- We have implemented an ongoing process to ensure our work & skillsets are aligned for successful execution of our strategic plan
- Our primary marketing partners have understanding & appreciation of our growers. Onboarding includes farm visits
- We have an annual review process with key partners to celebrate accomplishments and identify gaps in strategic plan execution

#### Processes & Systems

- We have an effective & well-understood team budgeting process
- We utilize data & analytics to better inform decisions
- Operating procedures, staff work processes, and policy manuals are reviewed & updated annually
- We are leveraging key technology, including AI, CRM, and collaborative tools
- We have implemented our cyber security policy & provide ongoing Staff training and risk analysis as part of this policy



# Strategies and Initiatives

## I. Increase the passion for USA-grown peanuts among Gen Z



- A. Establish a commodity peanut brand for the industry
- B. Differentiate peanuts, through campaigns, as the preferred nut for wellness and sustainability
- C. Create partner-promotions based on strategic alignment
- D. Establish national scale with state growers, industry relationships, and programs
- E. Utilize analytics to track and measure against Gen Z success/consumption

## II. Achieve breakthrough results and remove barriers to eradicate peanut allergy



- A. Grow NPB's impact on the field of peanut allergy through targeted research and advocacy
- B. Develop and promote resources to empower K-12 and college/universities food service professionals to serve peanuts
- C. Inspire and equip pediatric health care providers to champion early introduction for all
- D. Leverage communication networks and channels to transform understanding about peanut allergy

## III. Leverage relevant storytelling to inspire, engage, and collaborate with industry and partners



- A. Regularly communicate NPB news and successes, industry challenges, and opportunities through active engagement with industry partners
- B. Create and optimize customized CRM strategy for targeted stakeholders
- C. Advance our storytelling formats to include engaging and relevant content
- D. Formalize NPB narrative/message platform across industry

## IV. Foster a collaborative network to maximize production research investment



- A. Support leading edge research opportunities that address emerging issues
- B. Cultivate intra-industry connections between relevant stakeholders
- C. Lead in building multi-way information exchange between state and national research funding organizations and other interested parties

## V. Optimize organizational capabilities (people, processes, & systems) to advance performance



- A. Successfully implement Board Leadership Development Program
- B. Develop team and individual skillsets to execute Mission and Strategic Plan
- C. Establish review process with key partners
- D. Leverage key technologies, data and analytics to drive NPB capabilities