

Vera Bradley

New For Spring

VILLAGE ROSE & NYLON COLLECTION

Available At

The Nook

Shoppes at Brentwood
Wilson
243-2503

AGRICULTURE

TEXT SIZE • EMAIL • PRINTER FRIENDLY

BOOKMARK

Saturday, March 28, 2009, 3:00 AM

Growers get grant to promote peanuts

By **Stephanie Creech** | Daily Times Senior Writer

The N.C. Tobacco Trust Fund Commission has awarded a \$100,000 grant to the N.C. Peanut Growers Association, based in Nash County.

The grant was presented during the association's board of directors meeting March 20 in Williamston. The grant will be used for a new marketing campaign to promote and sell N.C. in-shell peanuts in major drug store chains throughout North Carolina and surrounding states. The campaign will be a concentrated effort to raise consumer awareness about the healthy and safe attributes of North Carolina peanuts. Store displays, ads and other advertising means will encourage customers to enjoy North Carolina peanuts.

"This marketing campaign is unique because in-shell peanuts have never been promoted or sold in drug stores before," said Bob Sutter, executive director of the N.C. Peanut Growers Association. "A pilot program with Kerr Drugs of Raleigh has netted better than expected sales, and this grant will help expand the association's efforts into other chains."

State representatives Edith Warren and Arthur Williams attended the meeting.

"With all the negative publicity surrounding peanuts, this campaign is very timely," said William Upchurch, N.C. Tobacco Trust Fund Commission executive director. "This promotion will reach new customers, boost sales for our state's peanut companies and lead to new markets for our growers."

The commission was created in 2000 by the General Assembly to manage and disburse funds from the tobacco industry's Master Settlement Agreement. Grants have been awarded since then to farm groups and communities across the state to assist individuals and communities affected by changes in the tobacco industry.



Click image to enlarge

Add Comment: ▼ (All comments must be approved)

View Comments: ▼ (1 comments)

Real Estate Sales & Rentals

In the market for a new home? View all area listings from our weekly real estate section.

<http://www.ifroggle.com/RealEstate/>

Autos & More

Looking for a new car? Search area auto listings for a great deal.

<http://www.ifroggle.com/Vehicle/>

Jobs

Job hunting? Search our online employment ad for your next big position.

<http://www.ifroggle.com/Employment/>

FEATURED ADS

X	