



Contact:
Shelly Nutt
Executive Director
Texas Peanut Producers Board
(800) 734-0086

For Immediate Release

Lubbock Chamber & TPPB Kick Off Peanut Butter Drive

November is National Peanut Butter Lovers Month – Donate to your local food bank

LUBBOCK, Texas (November 2, 2010) – Lubbock has gone nuts – **AGAIN!** The [Texas Peanut Producers Board](#) and the [Lubbock Chamber of Commerce Agriculture Committee](#) have teamed up once again to host a peanut butter drive benefiting the South Plains Food Bank in conjunction with November’s National Peanut Butter Lovers Month. The peanut butter drive will run from Nov. 1-30.

Peanut butter makes the perfect food bank donation item because it is high in protein, can be served in many different ways, and it tastes great! It also has been proven to reduce the risk of diabetes and other diseases.

“Peanut Butter is one of the basic staple items we want to provide to those who come to the food bank,” South Plains Food Bank General Manager David Weaver said. “The effort by our community to support the Peanut Butter Drive is vital to our ability to respond to the needs of the hungry.”

TPPB and the Lubbock Chamber of Commerce encourage businesses and individuals to donate peanut butter for this cause by the case. For just \$20, businesses and individuals can donate a case (or more than just one!) of peanut butter, which will be donated to the South Plains Food Bank. To make it easy, those interested can go to the Chamber’s website at www.lubbockchamber.com to make a donation using a credit card or [CLICK HERE](#). Contributions will be tax-deductible.

“Peanut butter is the perfect item for food drives because it’s packed with protein, energy and over 30 essential nutrients,” TPPB Chairman Larry Don Womack said. “This is a great opportunity for Texans to celebrate National Peanut Butter Lovers Month, while also helping those in need of nutritious food products.”

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TPPB & LCC Peanut Butter Drive
Add One

TPPB Executive Director Shelly Nutt said projects like this directly benefit the producers, the community and the food bank, all at the same time.

“Because 70 percent of Texas peanut production is in this area, Lubbock is directly benefiting financially from the peanut farmers in this area who come here to see doctors, to buy clothes, to eat out and so many other things,” Nutt said. “When we purchase the peanut butter for this drive, we’re helping the peanut farmers who are helping the community financially, and we’re helping the food bank and those in need of nutritious food products.”

The goal is to raise enough to purchase one pallet of peanut butter, which is 136 cases. If you are interested in matching this or any donation, or would like more information on the drive, please contact [Mary Jane Buerkle](#) at the Lubbock Chamber of Commerce at 806.761.7008 or [Stephanie Pruitt](#) at the Texas Peanut Producers Board at 806.687.6363.

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The Texas Peanut Producers Board is a state-wide board funded by a \$2 per ton voluntary checkoff program. TPPB is responsible for coordinating peanut research, promotion and marketing programs. For more information, visit www.TexasPeanutBoard.com or contact TPPB Communications Director Stephanie Pruitt at stephanie@texaspeanutboard.com.