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For Immediate Release

Peanut Industry Sending Aid to Tornado Victims in the Southeast

Raising donations to purchase peanut butter and bottled water for devastated communities

LUBBOCK, Texas (May 3, 2011) – The [Texas Peanut Producers Board](#) and others in the peanut industry are joining efforts to provide desperately needed products to the thousands of victims of the deadly tornado outbreak across the Southeast.

Peanut Proud, a peanut industry 501c3 non-profit organization, has organized this effort to send peanut butter and bottled water to church shelters and feeding distribution centers in Alabama and Mississippi for victims of the recent storms.

“The peanut industry is raising cash donations to purchase peanut butter and bottled water to send to communities impacted by tornado damage in the Southeast,” said Shelly Nutt, Texas Peanut Producers Board executive director. “This is a well-organized and trustworthy effort from an industry that is no stranger to helping those in need. In fact, we worked together in 2010 to provide thousands of jars of peanut butter to the people suffering from the terrible earthquake in Haiti.”

The industry has already scheduled the first semi load of peanut butter and bottled water for delivery Thursday, May 5. This initial load will be going to three rural areas in Ala. and Miss. that were greatly impacted by the storms. Peanut Proud is working with the Ala. and Miss. State Extension Services to identify areas that are overlooked by current relief efforts, which are primarily focused on higher populated areas hit by the tornadoes.

Tax deductible charitable contributions can be mailed to the Texas Peanut Producers Board office at 4205 N. Interstate 27, Lubbock, Texas 79403. Checks must be made out to “Peanut Proud, Inc.” in order for the donation to be tax deductible. Designate “Project Giving Back” in lower left hand corner of your check.

“This is an easy and secure way for Texans to help fellow Americans in need by providing them with a nutritious, non-perishable food item that is high in protein,” Nutt said. “I’m so proud to work in an industry that is always so willing to help others who are in need, especially when we’re producing a product that can truly help others in a time of need.”

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Peanut Industry Supporting Tornado Victims
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In addition to this effort, the industry is also preparing backpacks with peanut products and school supplies to provide to the 600 children from the Smithville, Miss. school that was wiped out by a tornado. The group is also providing peanut butter and bottled water for an Ala. church team to take with them on a mission work trip to areas affected by the storms, and organizing a peanut industry “workday” for May or June to assist in cleanup efforts in rural parts of the states.

TPPB is proud to be a part of an industry that is making great strides to help our neighbors impacted by these horrendous storms. For more information, visit www.TexasPeanutBoard.com or contact the TPPB office at 806.687.6363.

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The Texas Peanut Producers Board is a state-wide board funded by a 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.