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For Immediate Release

Lubbock community donates peanut butter to hungry *2011 TPPB & Chamber peanut butter drive a success*

LUBBOCK, Texas (January 11, 2012) – The [Texas Peanut Producers Board](#), [Lubbock Chamber of Commerce](#), [South Plains Food Bank](#) and [Sunland, Inc.](#), a peanut butter company in Portales, N.M., launched a drive in honor of National Peanut Butter Lover’s Month in November, and collected more than 1,200 pounds of peanut butter to feed hungry families across the South Plains.

“TPPB teamed with the chamber and asked the community to donate money to the drive,” said Shelly Nutt, TPPB executive director. “Sunland worked out a special price to the cause, so we could purchase the peanut butter at a greatly discounted price – a generous contribution considering the limited peanut supply and high demand for the product.”

TPPB made the drive’s final donation at the beginning of January, enabling the drive to reach its goal of purchasing one pallet of peanut butter, or 1,680 jars.

“Texas peanut farmers are dedicated to providing a delicious and nutritious food source to American consumers,” Nutt said. “We’re proud to support causes like this that put a nutritious product in hands of fellow Texans in need.”

Not only does peanut butter boast a taste as big as Texas, it is loaded with more than 30 essential nutrients. Because peanut butter is loaded with energy and rich in protein, it is an affordable alternative to more expensive protein sources – making it a product perfect for families and individuals facing financial hardships.

“We are excited the drive had another successful year, and hope this annual program will only continue to grow in the future,” Nutt concluded. “This is the perfect example of communities coming together to help neighbors in need.”

Although this peanut butter drive has ended, TPPB still encourages Texans to connect with their local food bank and donate peanut butter to help their fellow Texans.

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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.