



PEANUTS Winter/Spring 2017

Report topics

- Argentina growing conditions
- Mars expansion and reinvestment
- NBA's secret addiction

- **Argentina a Toss Up:** Some industry reports from the end of March have indicated that Argentina is looking to have a strong 2017 season. However, more recently on April 13th, industry experts pointed to the excessive rain Argentina has been experiencing for the past two weeks. These climate conditions halted digging and harvesting tasks in most of the main peanut production areas. This has generated concern with locals, who fear this season could turn out to be a wash (no pun intended) like the 2015/2016 season. It is still too early to determine losses, but there will be some.

- **Mars Chocolate North America** is upping its investments in U.S. manufacturing and the company plans to invest about \$70 million in existing factories across the country. Some of their main focuses will be continued expansion of M&Ms, which are seeing good growth, as well as new flavors for their Goodness Knows products (snack squares made with delicious

real fruit and whole nuts with dark chocolate.) This points to the fact that there will be increasing quantities of high oleic peanuts needed in the future.

- **NBA's Secret Addiction:** Peanut butter and jelly sandwiches in the locker room! According to ESPN reporter Baxter Holmes, "in every NBA locker room, you'll see a lot of different foods on the table, but PB&J—if there's a locker room that doesn't have it, I haven't seen it." This tradition tracks back to 2007-2008 when Kevin Garnett from the Boston Celtics lamented one day that he was hungry and he wanted a PB&J. After having a great game following, he declared "we're going to have to have PB&J before every game now!"

Source: Peanut Farm Market News

