

As the North Carolina Peanut Growers Association celebrates seventy years of serving the peanut producers of North Carolina, the association unveiled a new consumer-focused logo that represents the three components of the peanut plant but also symbolizes the three missions of the association: advocacy, research, and promotion. Additionally, the logo includes the words nutritious and flavorful, two unique identifiers of the Virginia-type peanut widely produced in North Carolina.

The logo was unveiled during a luncheon celebrating the fourteen growers who achieved top yields in the state's peanut production contest. Statewide, growers in North Carolina ended the 2022 growing season with 244,441 tons produced in North Carolina, equating to a statewide average of 4,260 lbs. per acre.

“It is an exciting time to be in the peanut industry,” states Ashley Collins, Chief Executive Officer for the North Carolina Peanut Growers Association. “Our growers produce more than just a commodity; peanuts are an affordable plant-based protein source and a versatile ingredient in the food industry. Our seventieth anniversary is an excellent opportunity to launch a new identity that is more relevant to today's consumer audience and will generate demand for North Carolina-grown peanuts.”

Collins adds, “It was important to solicit input in this process from a cross-section of past and current board members, as well as external stakeholders, including consumers and parents, and our extension and research partners for input on the design.”

Throughout the process, a resounding message from stakeholders was that North Carolina peanut growers produce quality peanuts that are nutritious and flavorful which are points of differentiation for the type of peanut produced in North Carolina. Participants wanted a look relevant to today's consumer and a modern representation of the association's diligent work to advance the grower's interest within the industry. The goal is for this new logo to represent a mark of distinction that inspires confidence and trust for the consumer and pride and honor for the peanut producers of North Carolina.

About The North Carolina Peanut Growers Association

The North Carolina Peanut Growers Association (NCPGA) represents nearly 650 peanut growers across North Carolina. North Carolina ranks third nationally in peanut production, producing more than 240,000 tons of peanuts annually. The Association is funded by a voluntary grower assessment of their annual crop. Formed in 1953, the Association is governed by a board of 26 grower members. The purpose of the Association is to represent peanut growers through marketing efforts to drive demand for the consumption of Virginia-type peanuts, supporting research that increases producer yields and profitability as well as being an advocate for the peanut producer at the state and national levels.