

# IN A NUTSHELL

NEWS FROM THE PEANUT BUREAU OF CANADA

SPRING 2009

## Safety of U.S.-grown peanuts

In early 2009 the U.S. peanut industry faced an unprecedented crisis. One small peanut manufacturer, called Peanut Corporation of America (PCA), knowingly released products with potential salmonella contamination into the food supply.

This resulted in an extensive recall of products containing peanuts and peanut butter that impacted both the United States and Canada.

**“This act was not by any means representative of the excellent food safety practices and procedures of the U.S. peanut industry.”**

From the onset of this issue, the American Peanut Council worked closely with the U.S. Food and Drug Administration, the Canadian Food Inspection Agency and other regulators to communicate critical information about this recall to consumers.

“This was a clear and unconscionable act by one manufacturer,” said Patrick Archer, president of the American Peanut Council. “This act was not by any means representative of the excellent food safety practices and procedures of the U.S. peanut industry. In fact, no other U.S. peanut producer has been implicated in this issue, thus the majority of peanuts and peanut butter products are absolutely safe to eat.”

The American Peanut Council has maintained a list of unaffected products at [www.peanutbureau.ca](http://www.peanutbureau.ca). The Canadian Food Inspection Agency is maintaining a searchable database of products that have been recalled at [www.inspection.gc.ca](http://www.inspection.gc.ca). As the CFIA has directed, consumers should also go to company and brand websites or call their 800 numbers for further information about any specific products. 



### QUESTIONS? COMMENTS?

Feel free to contact us at [info@peanutbureau.ca](mailto:info@peanutbureau.ca) with any questions or feedback you may have about this issue of **IN A NUTSHELL.**

## NUTTY RECIPE

### peanut butter banana muffins



PREP TIME: 20 MINUTES  
BAKING TIME: 16 MINUTES  
MAKES 12

#### INGREDIENTS:

1/2 cup	butter, preferably unsalted	125 mL
1/3 cup	peanut butter	75 mL
1 1/4 cups	all-purpose flour	300 mL
1/2 cup	whole wheat flour	125 mL
2 tsp	baking powder	10 mL
1 tsp	cinnamon	5 mL
1/2 tsp	each baking soda and salt	2 mL
3/4 cup	granulated sugar	175 mL
2	eggs	2
1 cup	very ripe mashed bananas, about 2 large	250 mL
2 tsp	vanilla	10 mL
1/3 cup	unsalted or lightly salted peanuts, barely chopped	75 mL

#### DIRECTIONS:

1. Preheat oven to 375F (190C). Lightly spray or grease 12 muffin tins. In a small saucepan melt butter over medium heat. Whisk in peanut butter. Pour into a large bowl to cool. In a medium bowl, place flours, baking powder, cinnamon, baking soda and salt. Whisk together ensuring there are no lumps.
2. Stir sugar into cooled peanut butter mixture. Then stir in eggs until completely blended. Stir in bananas and vanilla. Gradually add flour mixture, stirring just until combined.
3. Spoon into muffin tins. Sprinkle with peanuts, gently pushing into batter. Bake in centre of preheated oven until golden and a skewer inserted in centre comes out clean, 16 to 18 minutes. Remove muffins from pan to a rack to cool.

# PEANUTS: *energy for the good life!*

BY JANET GRDOVICH, PEANUT BUREAU OF CANADA

PEANUTS:  
*ENERGY for the good life.*

**On March 4, 2009 the Big Apple turned into the Big Peanut as the American peanut industry converged on New York City to celebrate the many nutritional benefits of US-grown peanuts and to launch a new logo and advertising campaign.**

And I was there.

Stop number one: Grand Central Station. This busy landmark was transformed into Energy Central. There were peanut displays, product tastings, nutrition experts – even a field of real peanut plants – all set up in this transportation hub. It was a fun-filled peanut-palooza in the midst of the hustle and bustle. Some of my personal highlights include:

- ✔ Receiving samples of peanuts and peanut butter from a nutty street team wearing giant peanut hats.
- ✔ Seeing the real peanut field. I didn't know that peanuts played such an integral role in agriculture and sustainability. Not only do they sustain many, many farmers, but also neutralize nitrogen levels in soil.
- ✔ Watching cooking demonstrations with *Food Network Iron Chef* and host of *Dinner Impossible*, Michael Symon.

Later that evening, the celebrations shifted to Greenwich Village for a VIP Chef demonstration and tasting where I got to sample peanut-inspired dishes from around the globe. From Latin American molé to soups and stews of Africa and beyond, world cuisine wouldn't be the same without peanuts. I loved the peanut butter macaroni and cheese and peanut cotton candy – it was so original. And of course, no peanut lover's trip to NYC would be complete without lunch at the Peanut Butter & Co. Sandwich Shop in Soho – I had the peanut butter BLT!

Mmmm. Peanuts really do fuel energy for a good (and tasty!) life. ✔

## PEANUTS AT

# *Dietitians Day in Quebec*

**Each year, the Ordre professionnel des diététistes du Québec (OPDQ) presents Dietitians Day, a public nutrition event held in downtown Montreal.**

More than 30,000 visitors are offered free nutritional consultations and information at drop-by booths staffed by dietitians and nutritionists. There is also a free call-in telephone line allowing Quebecers to speak directly with registered dietitians.

The Peanut Bureau of Canada had an information booth set up on Dietitians Day where visitors could learn about the health and nutrition benefits of peanuts from registered dietitian Stephanie Iasenza. The on-site team also distributed packages of peanuts, and offered brochures and flyers highlighting the nutritional value of peanuts and the role of the Peanut Bureau of Canada. ✔



◀ Stephanie Iasenza, RD, speaks with a consumer at Dietitians Day, held in Quebec this spring.

## WHAT'S YOUR *nutty* LITTLE SECRET?

Peanut butter goes with almost anything – popular partners include bread, jam and bananas. But paired with salami, bacon or burgers?

Using popular social networking sites Facebook and Twitter, we asked hundreds of Canadians about their favourite peanutty-pairing and here's what we found out:

- ✔ Melted and on toast is irresistible.
- ✔ With fresh fruit is popular – bananas lead the pack, but green apples were a close second – some even enjoy it with fresh peaches!
- ✔ Straight from the jar, from a spoon or on a finger is more common than you might think.
- ✔ Wrapped in a pita, stirred into hot oatmeal, on top of rice cakes, bread or crackers – we'll eat peanut butter on anything!

### SOME QUOTABLE QUOTES:

"I love peanut butter in smoothies with frozen grapes... mmmm."

"In a sandwich with bananas – or bananas and honey."

"Ants on a log – on celery speckled with raisins."

"Peanut butter and bacon sandwich!"

"On a burger hot from the barbeque."

"I dip my Easter bunnies in peanut butter."

"With toasted raisin bread, strawberry jam, and heated salami."



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