

# Promote Your American Pistachios with the **Heart-Check Advantage!**



## Membership Perks

**American Pistachio Growers** has teamed up with the American Heart Association's Heart-Check Food Certification Program to make it easier and more cost effective for our members to get their products certified.

## Why Certify?



**75%** of people are familiar with and look for the Heart-Check mark.<sup>1</sup>



**72,000,000** adults in the U.S. are using the Heart-Check mark to help them identify healthy foods in their grocery store.<sup>2</sup>



**67%** who purchase Heart-Check certified products actively seek them out on a regular basis.<sup>1</sup>



**66%** believe that foods with the Heart-Check mark are good for the heart and are heart-healthy.<sup>1</sup>

<sup>1</sup>Foodminds – Strategic Intent (Round 1/2)

<sup>2</sup> Healthy Living Rewards Concept Test – May 2016

## How This Benefits You

In addition to discounted pricing...

Ability to use the Heart-Check mark on your packaging & promotions (Conditions Apply)



Exposure for your products on the American Heart Association website and through their meal-planning relationships



Exclusive retail marketing opportunities to elevate your brand



## Let's Get Started!

If you are interested in getting your product(s) certified,

Reach out to [Ashley.Birdsall@heart.org](mailto:Ashley.Birdsall@heart.org).