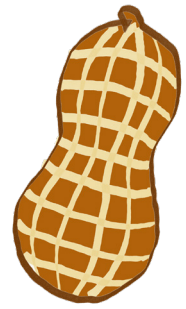


# Project Pitch

Peanut Hero is a colorful, lively video game designed to pique young kids' interest in farming and peanut production in particular.

Peanuts are an enormously important crop around the world. As a cheap source of lean protein, they are a staple part of the traditional diet in South America, Asia and Africa. As an adaptive plant that can thrive in poor soil and with inconsistent rain, peanut is resilient in areas affected by climate change. As a shelf-stable protein with fiber and important micronutrients, peanut is used in therapeutic food for children suffering malnutrition, but also goes into the lunchboxes of middle-class American kids everyday. A kid in the U.S. will eat 1,500 peanut butter sandwiches by the time he graduates high school.



But, while more and more studies show the benefits of a plant-based diet, and health-conscious adults are adding nuts and legumes to their diets, peanut consumption has leveled off. Other nuts are gaining market share, while peanut consumption is relatively static.

The peanut industry always had worked hard to promote peanut butter and peanut-based confections with American kids. (See the Sesame Street segments from 1976, at left, and 2019, above.) With consumption leveling off, it's time for a new communication tool to reach the youngest consumers and keep them enthusiastic about peanuts into adulthood.

Peanut Hero is that tool. Peanut Hero is a game that will highlight the tasks and responsibilities involved in growing peanuts, while building enthusiasm about the crop.

