

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.¹



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



67% who purchase Heart-Check certified products actively seek them out on a regular basis.¹



66% believe that foods with the Heart-Check mark are good for the heart and are heart-healthy.¹

¹Foodminds – Strategic Intent (Round 1/2)

² 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.

For more information on the Heart-Check Food Certification Program visit: www.heartcheck.org.

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