POPCORN
.ORG

The Healthy, Simple Goodness of POPCORN

Popcorn: Little Seed, Big Snack

Popcorn has been around for thousands of years, but don't let the age-old charm of this movie mainstay fool you. Popcorn is more than just a fluffy piece of nostalgia. There's a world of goodness to discover about popcorn and a lot to share.

Popcorn has captivated people for centuries with its mythical, magical charm. Yet through the ages, popcorn has remained relatively unchanged. Popcorn is a seed, which does some unique things when heated, and turns into a snack.

The farm-to-table simplicity of popcorn appeals to today's health-conscious consumer. Popcorn has always been non-GMO, whole grain, naturally low in fat and calories, contains no artificial additives or preservatives, is sugar-free and gluten free.

2000 B.C.

The oldest ears of popcorn ever found date back over 4,000 years.

16TH CENTURY

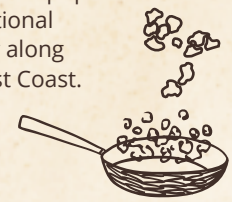
Aztec Indians use popcorn as decoration for ceremonial headdresses, necklaces and ornaments on statues of their gods.

EARLY 1800s

Americans try several methods to popping popcorn, including throwing kernels in hot ashes, cooking in kettles filled with butter and cooking in a wire box over an open fire.

1850s

Popping corn becomes a popular recreational activity along the East Coast.



1865

By the end of the Civil War, popcorn had spread throughout the nation.

LATE 1800s

Charles Cretors introduces the world's first mobile popcorn machine at the 1893 World's Columbian Exposition.

LATE 1800s

Long before the corn flake, Ella Kellogg enjoyed popcorn ground with milk or cream. She and her husband, physician and nutritionist John Harvey, understood that popcorn was a whole-grain and "an excellent food."

EARLY 1900s

Popcorn balls were one of the most popular confections and often given as gifts. Their popularity spawned an industry of popcorn ball making gadgets.

Popcorn's popularity comes from the fact that it tastes great, but also because popcorn is connected to good times and making memories with the people in our lives. We eat popcorn at the movies, cheering for the home team, while playing games, at fairs and festivals, and at all sorts of parties and gatherings.

Add to that popcorn's irresistible smell and taste, its versatility as a savory or sweet snack, and its low cost, and it's easy to understand why popcorn has remained so popular over time.

Learn more about America's oldest and most beloved snack foods, access more than 200 recipes and photos to share with your readers, and connect with us on social media. Your popcorn adventure starts at www.popcorn.org.

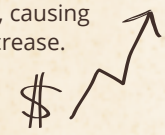
HISTORY OF POPCORN

EARLY 1900s

Popcorn's popularity continues to grow, becoming a part of Christmastime decorations, food and gift giving. Popcorn sculptures are also commonly created.

1920s

The Great Depression hits and popcorn becomes one of the few affordable luxury food items, causing sales to increase.



LATE 1920s

Popcorn consumption soars and it becomes the movie-goer's favorite snack, as movie theaters become more popular with the "talking picture."

1940s

Sugar is sent overseas to U.S. troops and candy production slows. As a result, Americans eat 3x as much popcorn.

1946

Percy Spencer develops the microwave oven. Popcorn is the first food to be tested.

1950s

Popcorn sales slow down when televisions enter homes and movie theater viewership drops.

1980s

Microwave popcorn is introduced and becomes so popular that microwave ovens begin to include a special popcorn button.

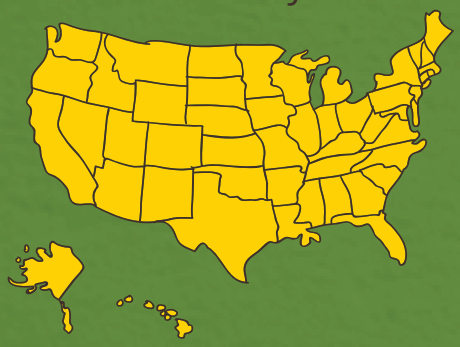
TODAY

Americans consume 13 billion quarts of popped popcorn each year.

Americans Consume

13 Billion

Quarts of Popcorn Annually



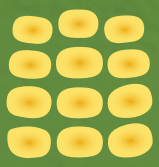
Did you know that popcorn kernels can pop

up to 3 feet in the air?

4 MAIN TYPES

OF CORN

SWEET



DENT

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POPCORN

Save These Dates!

NATIONAL POPCORN POPPIN' MONTH

LET THE FUN BEGIN!

October is National Popcorn Poppin' Month

For more than 30 years, October has been celebrated as Popcorn Poppin' Month; it became "official" in 1999, when then Secretary of Agriculture Dan Glickman proclaimed October as National Popcorn Poppin' Month.

While every day is a great day for celebrating popcorn, the month of October is important because of the popcorn harvest, which takes place each fall across the Midwest.

January 19 is National Popcorn Day

National Popcorn Day is celebrated at the end of January, although its exact date is a matter of debate. Various sources report it as January 19; others claim it takes place on whatever day the "big game" falls on. The Popcorn Board is often asked about the origins of this day; unfortunately, we do not know how or when this celebration began. Some other individual or organization (with obvious good taste) began this tradition!

New Photos, Recipes & Videos

We are proud to share 12 new photos and recipes that you can access from our electronic media kit at **www.popcorn.org/PPM2017**. There are also over 200 additional photographs, recipes, fun facts and video recipes.

Seasonal

Cinnamon Popcorn Crunch

On Trend

Honey Matcha Popcorn

Themed

Red Carpet Popcorn Parfait

Healthy

On the Go-ji Berry Trail Mix

Beef Jerky Chili Popcorn

Chocolate Popcorn Reindeer

Coconut Crunch Chia Clusters

Ginger Turmeric Popcorn

Maca Almond Popcorn Bars

Minty Green Popcorn Clusters

Sweet and Savory Curried Popcorn

White Chocolate & Pumpkin Pie Spice Popcorn Bites

Popcorn Videos

View our electronic media kit at **www.popcorn.org/PPM2017** to share fun, easy-to-make popcorn recipe videos, like Nutty Popcorn Fudge, Green Halloween Popcorn Zombies and more!

Usage Guidelines

All of the materials you find in this booklet or on our website or social media outlets may be used for editorial or educational purposes. We just ask that you credit The Popcorn Board if you use our photos and that you add a link back to our website if you are sharing them on your website. You may not use our photos in your own advertising or packaging.

Connect with Us on Social Media

We share recipes, fun facts, contests, videos and kid-friendly activities on social media. Connect with us **@PopcornCentral** on Facebook, Twitter, Instagram and Pinterest and visit our YouTube Channel for video recipes and more!

Popcorn All Year Long

Popcorn is perfect for almost any occasion, holiday, or seasonal theme. If you are looking for a fun recipe that is sure to please, inspiration, or even last minute content, visit the Media section of our website at **www.popcorn.org/media**.

January

New Year's Day
National Popcorn Day
Winter Blues

Warming Up
Football
Awards Season

February

Groundhog Day
Mardi Gras

Super Bowl
Valentine's Day
Award Shows

March

Spring Break
St. Patrick's Day

Basketball, March Madness
First Day of Spring

mark your calendar!

April

April Fools
Easter
Tax Day
Arbor Day

Cherry Blossom Season
National Caramel Popcorn Day
Opening Day Baseball

May

Cinco de Mayo
Kentucky Derby
Mother's Day

Memorial Day
Garden Prep time

June

Flag Day
Father's Day
Summer Begins
Bridal Season

U.S. Open, Golf
Baseball
School Ends

July

Independence Day
Bastille Day
Family Vacations | Warmth, Beaches
Grilling

Summer Camp
Baseball
National Ice Cream Day

August

Vacation, Beaches, Warmth
Camping

Summer Parties
Summer winds down

September

Labor Day
Back To School

First Day of Fall
End of Baseball Season | World Series begins

Popcorn Goes To The Movies

We have dozens of "How-To" videos to help you explore the natural goodness and magic of popcorn! Check out our selection of easy-to-make popcorn recipe videos, like Easy Elegant Holiday Popcorn and Hoppity Poppity Popcorn Easter Eggs.

October

National Popcorn Poppin' Month
Columbus Day
Harvest Season

Boss's Day
Halloween

November

Veterans Day
Thanksgiving

Black Friday
Cyber Monday

December

First Day of Winter
Christmas
New Year's Eve

Popcorn and Health: Get the Facts

Popcorn is a healthy whole-grain food that is non-GMO. Popcorn is high in nutrients, and low in fat and calories. It also contains fiber — one cup of air-popped popcorn contains just over a gram of fiber. Popcorn's relatively low glycemic index paired with its fiber means it's a healthy snack, even for diabetics.

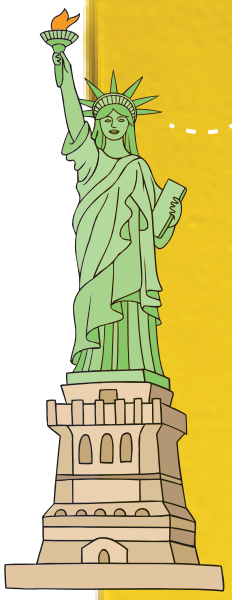
Eating popcorn does not cause cancer, nor does it cause "popcorn lung." "Popcorn lung" is a common, but inaccurate name for the medical condition *bronchiolitis obliterans*, an inflammatory condition that affects the lung's bronchioles. The term was coined over a decade ago when workers in a microwave popcorn factory became sick from inhaling diacetyl, an ingredient formerly used in foods like popcorn, caramel and dairy products. In 2007, popcorn manufacturers removed diacetyl from their products. Popcorn is a healthy, FDA-approved food.

Several misconceptions about popcorn have persisted, but you can get your questions about popcorn and health answered at **www.popcorn.org/Health.**

About The Popcorn Board:

The Popcorn Board is a non-profit organization made up of popcorn companies who are responsible for getting that nifty little seed to you in whatever form you choose — kernels, ready-to-eat, or microwave. We're not necessarily farmers, but most of us come from farming or agricultural backgrounds. Some of our parents and grandparents grew popcorn, packaged it, and sold it door-to-door or store-to-store. They loved popcorn as much as we do. It's why we're in this business.

In more official terms, The Popcorn Board is a national commodity promotion and research program. It was formed in April 1998 as an Act of Congress at the request of the popcorn processing industry.



If you made a trail of popcorn from New York City to Los Angeles, you'd need more than **352,028,160 popped kernels**.

That's a lot of popcorn!

Popcorn Board Advisory Panel

The Popcorn Board is pleased to announce the recent formation of the Popcorn Board Advisory Panel. Three experts from various related fields are on hand to share their knowledge of agricultural, science, and the food industry. The advisory panel includes:

Ilene V. Smith, MS, RD

Principal
I ON FOOD

Clay Robinson, PhD, CPSS, PG, CCA

Associate Professor of Soil Science
Department of Agriculture
Illinois State University

Keith Vorst, PhD

Associate Professor
Department of Food Science and Human Nutrition
Iowa State University

Air-popped popcorn provides

only 30 calories per cup

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Download our electronic media kit for images, videos, recipes and social media graphics you can use all year round! Visit www.popcorn.com/PPM2017.

Since 2012, the Popcorn Board has awarded thousands of dollars to deserving schools across the U.S. through our Popcorn Pep Club contest. Schools submit the creative ways they have used popcorn to learn and build school spirit. Cash prizes are awarded to the best entries!

Learn more at www.popcorn.org/PepClub

POPCORN PEP CLUB

The Popcorn Board

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