



AMERICAN PECAN COUNCIL

INTERNATIONAL COMMITTEE MEETING

JANUARY 29, 2025

2 PM CT

AGENDA

- I. CALL TO ORDER**
- II. APPROVE PREVIOUS MINUTES**
- III. NEW BUSINESS**
 - a. Committee Introductions and Welcome
 - b. Review and Discuss Committee Charter
 - c. Topline Review of FY24 Activities
 - d. Topline Review and Discussion of the FY25 Unified Pecan Promotion Plan
 - e. Committee Review of China and Germany In-Market Representative Proposals
 - f. FY25 Budget review with new funding from the Regional Agricultural Promotion Program (RAPP)
- IV. OTHER BUSINESS**
- V. ADJOURNMENT**

PROGRAM ACTION ITEMS

APPROVAL OF PREVIOUS MEETING MINUTES

- Motion: Approve previous meeting minutes

APPROVAL OF COMMITTEE CHARTER

- Motion: Approve to bring International Committee Charter to Council in February for approval
- Background: Each APC committee has an established charter to outline the purposes of the work as well as the expectations of the committee. Once approved, the charter will be submitted to the full council for approval with the ability to be revisited and updated throughout the year, as appropriate

APPROVAL OF NEW AGENCY REPRESENTATION IN CHINA

- Motion: Approve APC to begin work with committee's chosen agency
- Background: Recent findings of the McKinsey study suggests American Pecans continue to maintain a presence in China with a specific focus on the premium market, while strengthening relationships with importers and retailers. In December, APC requested proposals for Chinese Agencies to serve as in-market representative and received eight qualified proposals, to be reviewed by the International Committee.

APPROVAL OF NEW AGENCY REPRESENTATION IN GERMANY

- Motion: Approve APC to begin work with committee's chosen agency
- Background: Germany has previously been a strong market for American Pecans, however recent efforts have focused on growing awareness vs. actual purchase. As such, APC is looking for an in-market representative with strong relationships with importers and retailers to first, increase distribution of American Pecans throughout popular grocery outlets and encourage consumers to add pecans to their carts at the point of purchase. Two agencies answered the RFP.

APPROVAL OF ALLOCATED RAPP FUNDS

- Motion: Approve bringing the revised FY25 International budget to the Council in February for approval
- Background: APC was awarded an additional \$3M in RAPP funding to use toward existing markets such as India, UK and Germany as well as invest in new markets, including South Korea and Canada. Funding is available over the next five years, with no limit on how much is spent per year. APC will provide a breakdown of the budget recommendation in Committee.