



**AMERICAN PECAN COUNCIL
FULL COUNCIL**

**February 11, 2026
8:00 a.m. Central Time**

American Pecan Office
1431 Greenway Dr., First Floor, Irving, TX 75038

Virtual Attendance
<https://federalmarketingorderamericanpecancouncil-469.my.webex.com/federalmarketingorderamericanpecancouncil-469.my/j.php?MTID=m48a0ea04809261552a4459507aa1777b>

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF PREVIOUS MINUTES [Action]**
- IV. ADMINISTRATIVE REPORTS**
 - A. Chair Report
 - B. USDA Report
 - C. CEO Report
 - i. Guest Speaker: Will Loux, agricultural economist
- V. COMMITTEE REPORTS**
 - A. Governance
 - B. Grades and Standardization
 - C. Industry Relations
 - D. International Relations
 - E. Marketing Promotions
- VI. OLD BUSINESS**
 - A. FY25 Financial Audit Report [Action]
 - B. Preliminary Financial Statements – May through November 2025 [Action]
- VII. NEW BUSINESS**
 - A. Investment Strategy Review [Action]
 - B. Social Media & AI Policy Review [Action]
 - C. Price Driver Analysis Discussion
 - D. Unified Pecan Promotion Plan FY27 [Action]
 - E. Fair Act Study [Action]
 - F. Referendum & Elections
- VIII. ADJOURNMENT**

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ACTION ITEMS

- I. Motion to amend and/or approve previous Council minutes.
- II. Motion to approve the FY 25 financial audit report.
- III. Motion to approve the preliminary May-November 2025 financial statements.
- IV. Motion to approve the investment of \$700,000 in a 12-month treasury as recommended by the Governance committee.
- V. Motion to approve the Social Media and AI Policy as presented.
- VI. Motion to amend and/or approve the FY 27 Unified Pecan Promotion Plan.
- VII. Motion to accept the Fair Act Study report as presented.