

**AMERICAN PECAN COUNCIL
INTERNATIONAL COMMITTEE**

**WEDNESDAY
JULY 22, 2020
10:00 a.m. Central Time**

MINUTES

I. CALL TO ORDER

A. ROLL CALL

The conference call/meeting of the International Committee roll call was made at 10:05 a.m.CDT

The following **Committee members** were in attendance:

Molly WILLIS
Scott LANDGRAF
Frank SALOPEK
Lalo MEDINA
J.B. EASTERLIN
Dan YORK
Sonja ROEDER
Mike ADAMS

STAFF:

Alex OTT
Jeff SMUTNY

OVERSIGHT:

Abby CAMPOS, USDA
Thomas NALEPO, USDA
Nancy HUBBELL, USDA
Kate RISTROFF, USDA

GUEST:

Janice DEES
Brad ELLIS
Les DAVIET

B. ESTABLISH QUORUM

Having enough committee members present a quorum was established.

C. APPROVAL OF APRIL 16, 2020, MINUTES

Minutes were approved as presented unanimously on a motion made by Scott Landgraf and seconded by Frank Salopek

II. INTERNATIONAL AFFAIRS

A. RECOMMENDATION OF China In-Country Marketing Representative (Action Item)

Members of the volunteer working group tasked with recommending a firm to represent the APC's marketing efforts in China presented Weber Shandwick's Shanghai team as the APC's in country firm to lead marketing efforts for industry in China. The Committee unanimously chose to recommend the firm on a motion made by Molly Willis and seconded by Frank Salopek. Sarah Yaffe of Weber Shandwick was appreciative of the opportunity. The committee discussed why the workgroup selected Weber Shandwick and the workgroup members stated it was based on Weber Shandwick's ability to conduct social and digital marketing direct to the Chinese Consumer.

B. UES FOR 2021 and 2022

APC's International cooperator, Sean Callanan announced that the 2021 UES had been submitted on time. He also discussed the need to get working on the 2022 UES which will be due as early as May 2021.

C. Market Research UK & Germany

Jeff Smutny briefly discussed the ongoing market research being conducted in the EU and Germany to determine the best way into the country. It was decided that McKinsey and Company would provide an industry update at a yet to be announced Pecan Congress meeting.

III. INTERNATIONAL COMMITTEE 2021 MARKETING BUDGET

The Committee was presented with a operational budget for 2021 that included \$95,000 for Callanan and Callanan for grant drafting and consulting, \$485,000 in market management and research contingency, \$1,338,000 in USDA Grant funds to be utilized in the EU, UK, and China and \$50,000 for travel by APC staff. These activities totaled \$1,968,000. A motion was made by Frank Salopek and seconded by Lalo Medina. It passed unanimously

III. NEW BUSINESS

No new business.

IV. ADJOURNMENT

A motion was made to adjourn by Sonja Roeder and seconded by Frank Salopek, it passed unanimously, and the meeting ended at 10:41 a.m. CDT