



APC Board members and staff, alongside representatives from USDA and Weber Shandwick, take time to meet with growers about the APC

APC ATTENDS TPGA

The American Pecan Council (APC) attended the Texas Pecan Growers Association's annual meeting on July 14 – 17. The event provided an opportunity for the APC to meet with several members of the industry and discuss the latest activities taking place with the 18-month old federal marketing order. During the meeting, APC hosted a couple of seminars to answer questions and assist handlers in filling out the new 2017 APC pecan reporting forms. APC staff also hosted private one on one trainings to assist handlers and accumulators in reporting pecan numbers.

In addition, APC had a booth that showcased its latest marketing materials and programs to the industry. Weber Shandwick provided an update on the APC activities, showing that the new 21st century billboards are through digital media and held in the palm of our hands, aka cell phones. Thanks to the APC's marketing efforts, over 290 million people were reached in a small span, with lots of recipes, health information, utilizing pecan marketing materials and information. APC will continue to update its members on the activities of its marketing programs.

Lastly, anyone who needs additional information or has questions about filling out their forms, please contact the Council office at (817) 916-0020.

2017 SEASON WRAPPING UP

The American Pecan Council (APC) is beginning to wrap up collecting data and organizing it for information distribution. In 2016, the industry voted to begin the Federal Marketing Order (FMO). As a result, assessments were collected for the 2016 season. In 2017, forms were created to reflect the collection of the crop. However, to properly account for the data, handlers had to report their 2016 data on the 2017 forms. Additionally,

the 2017 crop had to be reported as well. This made for a large task for the industry in understanding the forms and how to properly report. APC really appreciates the industry's cooperation and patience. However, throughout this process, the industry is getting a better understanding on how to properly fill out the forms to gather good and accurate data. Currently, staff is finalizing the 2016 data. Additionally, with the 2017 fiscal year and crop coming to an end, the industry is in the process of tabulating those numbers and assisting the industry with any last-minute questions.

To date, there have been several questions surrounding the forms and how to make them simpler. Thanks to your feedback and suggestions by the industry, the APC is in the process of reviewing the forms and plans to look at making the forms more "user friendly". In the meantime, should you have any questions regarding the forms, please contact Emma Garner at the Council office.

TRUMP ADMINISTRATION PROPOSES \$12 BILLION IN RESPONSE TO TARIFFS

On July 6, 2018, China announced an increase in its pecan tariffs from 22 percent to 47 percent. The increased tariff is due to retaliate against the increased tariffs from the U.S. Although Pecans are not named specifically in the tariff, pecans are classified under the "other nut" category and are placed in the 47 percent tariff category. On July 24, 2018, the U.S. Secretary of Agriculture Sonny Perdue, announced that the U.S. Department of Agriculture (USDA) will take several steps to assist farmers in response to trade damage from unjustified retaliation. President Trump directed the Secretary to develop a short-term relief strategy to protect agriculture. Specifically, USDA will authorize up to \$12 billion in programs, which is in line with the estimated \$11 billion impact of the retaliatory tariffs on U.S. agricultural goods. USDA outlined specifically which following programs will be used to assist farmers. These programs include the Market Facilitation Program, a Food Purchase and Distribution Program, and the Federal Trade Promotion Program.

On a side note, APC will continue to enhance its domestic promotion to increase demand for the local market. For additional information, please contact the APC office.

APC NEW EXECUTIVE DIRECTOR TAKES THE HELM

On July 1, 2018, Alexander Ott took the helm of the American Pecan Council (APC). Alex comes to the APC with over 14 years of experience in state commission and federal marketing

order experience. Prior to the APC, Alex was the Executive Director of the California Apple Commission, the California Blueberry Commission, the California Blueberry Association and the California Olive Committee. Although he only started on July 1, Alex has already attended the Oklahoma Pecan Growers Association Convention, the Tri-State Convention and just recently the Texas Pecan Growers Association conference. Please take a moment and welcome Alex Ott to the APC.

STRATEGIC PLANNING RFP

The American Pecan Council (APC) has announced a Request for Proposal (RFP) for a strategic planning facilitator. The purpose of the meeting will be assist the APC in developing a 3-5 year strategic and organizational plan based on a ten-year outlook. Once approved, the APC will have measured objectives that will help guide the industry in developing and moving the pecan market forward. APC will continue to update the industry as the planning gets underway. For information about the RFP, please contact the APC office.

CALENDAR OF EVENTS	
Arizona Pecan Growers Annual Meeting	August 23-24, 2018
APC Board of Directors Meeting	August 30, 2018
Georgia Pecan Field Day	September 6, 2018
Asia Fruit Logistica	September 5-7, 2018
National Pecan Shellers Association 2018 Annual Meeting	September 13-14, 2018
Tri Agri Farm Center Event	September 25th, 2018
Western Pecan Production Short Course	October 15-17, 2018
New Mexico Pecan Growers Meeting	November 2, 2018



AMERICAN PECAN
COUNCIL

American Pecan Council
3880 Hulen Street, Suite 105
Fort Worth, Texas 76107
PH: (817) 916-0020
FAX: (866) 232-0085

info@americanpecan.com
americanpecan.com

ESTIMATED CROP FOR 2018 PROJECTED

During the Texas Pecan Growers Association (TPGA) conference, a projected 2018 crop was presented. Chairman of the TPGA, Lalo Medina, announced the 2018 pecan crop at 303 million pounds. This is very similar to the Tri-State prediction of 300 million pounds presented to the industry last month. The following outlines the estimates by states:

State	Tri-State (2018) Millions of lbs.	Texas (2018) Millions of lbs.
Alabama	3.0	5.0
Arizona	24.0	25.0
Arkansas	1.0	1.5
California	6.0	5.5
Florida	.5	1.0
Georgia	115.0	110.0
Kansas	.5	.5
Louisiana	10.0	10.0
Mississippi	3.5	3.0
Missouri	0.5	0.5
New Mexico	65.0	62.0
Oklahoma	17.0	16.0
South Carolina	.05	1.0
Texas	53.0	60.0
Other States	.05	1.5
TOTAL U.S.	300.0	303.0

APC will continue to monitor the crop and report as numbers are reported. Have a great season!

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