



AMERICAN PECAN COUNCIL
INDUSTRY RELATIONS COMMITTEE

THURSDAY
MARCH 21, 2019
1:30 p.m. Central Time

Join by computer or conference call:

<https://zoom.us/j/969253010>

CONFERENCE CALL
ZOOM DIAL IN:

+1 669 900 6833 US
Meeting ID: 969 253 010

MINUTES

I. CALL TO ORDER

- A. The American Pecan Council called the meeting of the Industry Relations Committee to order at 1:30 p.m. The following Committee members were in attendance:

Angie ELLIS
Mike ADAMS
Mike SPRADLING
Louie SALOPEK
Dan ZEDAN
Deborah RALLS
Ron HAYS
Phillip ARNOLD

STAFF:

Alex OTT
Jeff SMUTNY

American Pecan Council
American Pecan Council

- B. Having received a sufficient number of committee members a quorum was established.

C. ELECTION OF CHAIRMAN

MOVED by Dan ZEDAN, duly seconded by Louie SALOPEK and unanimously carried THAT Deborah RALLS be nominated as CHAIRMAN of the Industry Relations Committee.
(MOTION 3-21-19 #1)

II. DATA COLLECTION & STANDARDIZATION

A. Electronic Data and Industry Tab

i. RFP proposals

In an effort to streamline the collection of information, the American Pecan Council (APC) was requested a Request For Proposal (RFP) to develop an industry tab for the website that will assist in electronic forms and gathering information. In response to the RFP, the APC received three proposals. These proposals are from the following companies:

Digital Beef
5-year contract
\$10,000 conversion fee;
\$50,000 annual fee

Fishhook Development
Ongoing contract
\$14,000 Estimated
\$90 per hour after website launch

ePrecise Solutions, Inc
Ongoing contract
\$48,620
\$65 per hour
2nd year, 30% of the total costs of the project
3rd year and beyond, 15 – 25% of the project

MOVED by Angie ELLIS, duly seconded by Dan ZEDAN and unanimously carried THAT FISHHOOK be approved as the contractor for electronic data and industry tab project. **(MOTION 3-21-19 #2)**

b. Data Collection & Forms Update

On December 18, 2018, American Pecan Council approved several form changes. Since these changes, all forms have been submitted to USDA for approval. It is anticipated that the form changes will be approved and implemented by next season. APC staff will continue to work with the necessary USDA officials in order answer any questions. Once approved, APC staff will announce the changes and start educating the industry on the new and improved forms.

c. NASS Survey Study

Last year, the American Pecan Council approved \$135,000 for a January survey of the US pecan industry. NASS will be conducting the study for the industry. It should be noted, that the actual cost for the study is \$154,000. However, NASS agreed to work with the industry to complete this year's 2018 program. NASS has agreed to work with the

Council on which studies the industry would like in the future and will

meet with APC staff in September to introduce their team to the APC team. Additionally, NASS will educate the industry on the costs associated with each study so APC will have a better idea of budget dollars needed.

On a side note, the APC should approve dollars, if they wish to continue this study, at the \$154,000 range. With the APCs monthly reporting, coupled with the NASS study, the industry will have a good indication of numbers for the season.

This study has been delayed due to the government shutdown. However, the data was compiled with a March 14, 2019 publication date.

D. Land IQ and Digital Mapping

Last year, the American Pecan Council (APC) approved as part of their 2018 – 2019 budget, a U.S. Pecan Acreage Survey. Conducted by Land I.Q., the project will utilize satellite imaging to identify pecan trees. Instead of acreage surveys conducted by the industry, the use of modern technology will give the American pecan industry a more detailed and accurate summary of acreage in the top eight states. Once the project is completed, other states may be added as there will be a model to identify trees both in the native and improved varieties. The project began in the west and moved east.

To date, all states are complete with mapping, except for Georgia. Once Georgia is completed, Land IQ will perform a “change analysis” to see how things have changed from 2017 – 2018. Additionally, Land IQ will perform the “age analysis”. A comprehensive report will be given to the industry once the project is completed.

E. NEW BUSINESS

a. Annual Report

An Annual report is a comprehensive report that provides information regarding the APC activities and performance throughout the preceding year that can be distributed to industry members. It is an opportunity to inform stakeholders of APC activities and performance. APC staff will release the first official annual report in April 2019 regarding the 2017-2018 FY of all APC activities. Topics covered in the annual report include the following:

- Overview of the American Pecan Council including the Council Members
- and alternates, financials, Council actions for the year.
- Domestic and International marketing activities
- Industry Relations program
- Strategic Plan
- Research projects and studies
- Compliance
- Data
- Addendum including Executive, Congress, and Industry contacts to know.

APC will print roughly 200 copies of the annual report. It will also be available on the American Pecan website.

b. Communication with Industry

During the industry-wide stakeholder survey from the strategic plan, we learned that industry wants more frequent brief and clear messaging from APC. We have identified key channels for stakeholder groups: APC Council Members, other pecan associations, and industry at-large. In order to reach each identified channel, APC staff is revamping the current communications plan to continuing regular placements in industry publications, attending industry events, releasing bi-weekly newsletters, publishing monthly pecan industry position reports, coordinating an annual pecan congress, and publishing more frequent APC updates and snippets to the broader industry to compliment the bi-weekly newsletters. These engagements create regular communications about APC strategy and progress to the broader industry in order to unite pecan stakeholders behind a common goal of growing pecan demand.

As previously mentioned, one of the communications channels identified is industry at large. To establish fair and transparent data, APC has been publishing monthly pecan industry position reports on the American Pecan website that is sent to the broader industry. We have begun handler audits in 2018 to review their operations and the information they have provided to the Council. The audits will be an ongoing process to ensure accuracy of data.

Another communication channel identified is other associations. On April 9, 2019, APC is coordinating a Pecan Congress where all pecan associations will come together. This is a wonderful opportunity to coordinate and unify all efforts of the pecan industry. The agenda will include updates regarding APC, other associations, and research.

ADJOURNMENT

MOVED by Louie SALOPEK, duly seconded by Mike SPRADLING and unanimously carried THAT the Industry relations Committee be adjourned at 2:30p.m. (**MOTION 3-21-19 #3**)

SUMMARY OF ACTIONS FOR MARCH 21, 2019

MOTION 3-21-19 #1

MOVED by Dan ZEDAN, duly seconded by Louie SALOPEK and unanimously carried THAT Deborah RALLS be nominated as CHAIRMAN of the Industry Relations Committee.

MOTION 3-21-19 #2

MOVED by Angie ELLIS, duly seconded by Dan ZEDAN and unanimously carried THAT FISHHOOK be approved as the contractor for electronic data and industry tab project.

MOTION 3-21-19 #3

MOVED by Louie SALOPEK, duly seconded by Mike SPRADLING and unanimously carried THAT the Industry relations Committee be adjourned at 2:30p.m.