



IN A NUTSHELL

Issue No. 13

JANUARY 2019

GEARING UP FOR TRADE SHOW SEASON

As harvest draws to a close in the West, another big season for the pecan industry is on the horizon—conference & trade show season! Beginning mid-February and continuing through the late summer months, members of our staff will be traveling near and far, attending the annual conferences of more than a dozen state growers and national shellers associations.

The *North Carolina Pecan Growers Association* will kick off the season with its annual workshop on February 16, 2019, in Clinton, NC. This is closely followed by the *Southeastern Pecan Growers Annual Convention & Trade Show*, February 22-23, 2019, in Destin, FL, and the *Western Pecan Growers Association Annual Conference and Trade Show*, March 3-5, 2019, in Las Cruces, NM. Mark your calendar and plan to attend an industry show in your region—we look forward to connecting with you in person and/or seeing you in one of our APC-led workshops.

For a complete list of upcoming events and additional details, see the calendar on page 2 of this newsletter, or visit the [Industry Events page](#) on our website.

SUPER-FY YOUR MARKETING EFFORTS

Our Super-fy campaign is up and running, with targeted social media, paid search and digital ads spreading the word about American Pecans' nutrition, versatility and taste to consumers nationwide. To help you get the most out of the campaign, we've developed a dedicated [Super-fy page](#) in the Digital Toolkit for Industry. Complete with a social media calendar, downloadable logos and more, the new page is full of information and resources you can leverage for your own marketing activities. You can check out the new page and explore the rest of the toolkit by visiting americanpecan.com/toolkit (password: pecans18).



Engaging your online followers has never been so easy! On the new Super-fy page, you'll find all sorts of useful marketing tools, including a Social Media Content Calendar with pre-designed social posts

APC INSTATES ANNUAL 'BEN LITTLEPAGE DAY'

During the December General Council meeting, the American Pecan Council unanimously approved a resolution honoring the profound contribution and legacy of the late Benjamin Meek Littlepage, by declaring September 24th "Ben Littlepage Day." Mr. Littlepage was a bigger-than-life pecan-grower and a gentle giant in the industry, whose participation within a variety of organizations has helped the industry succeed across the pecan belt. We are grateful for Ben Littlepage and hope you'll join in celebrating his life and legacy, annually on the 24th day of September.

To view a certified true copy of the resolution visit the [Industry News page](#) on our website.

APC PECAN POSITION REPORTS

The latest APC Pecan Position Report shows a total of 17,564,847 pounds (in-shell basis) of net shipments to sources such as retail, grocery stores, wholesale, other handlers, etc. Currently, the total handler inventory supply reported is 174,232,650 pounds (in-shell basis) with a total of 134,545,875 pounds (in-shell basis) committed. To view the December Pecan Industry Position Report, please navigate to the [Industry tab](#) of the Americanpecan.com website.

If you have any questions regarding the monthly Pecan Industry Position Reports or the monthly reporting forms, please contact the APC office at (817) 916-0020 or email industry@americanpecan.com.

DECEMBER MARKETING HIGHLIGHTS

The latest edition of our monthly Marketing Highlights Report, sharing updates on December activities, is available to view, download and print. Check out the December report by clicking below or by visiting the [Your Dollars at Work](#) page in the updated Digital Toolkit (password: pecans18).



On the heels of *The Super American Pecan-A-Thon* premiere, December's marketing activities doubled down on holiday recipe inspiration to drive demand through the holidays and beyond, encouraging America to [#PledgePecans](#) – a promise to include one more pecan-infused dish alongside your pecan pie during the holidays.



THE SEARCH WAS ON

Data shows that appetizer recipe searches are high in December, so our Pecan Partners developed recipes for **PECAN STUFFED MUSHROOM CAPS** and **PECAN AND SQUASH FLATBREAD** with Dried Cherries and Ricotta to fit the trend. These recipes were our top performing influencer content of the month.



OUR ARTICLE, "GO BEYOND PECAN PIE THIS HOLIDAY SEASON," APPEARED NEARLY **800 TIMES** NATIONALLY IN DECEMBER. **58% OF THESE PLACEMENTS** APPEARED IN NON-PECAN PRODUCING STATES AND ENCOURAGED CONSUMERS NATIONWIDE TO GET CREATIVE IN THE KITCHEN WITH PECANS OVER THE HOLIDAYS.



[Download the December Marketing Report](#)



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INDUSTRY EVENTS

MARK YOUR CALENDAR

Fruit Logistica
February 6-8, 2019
Berlin, Germany

**North Carolina Pecan Growers Association
Annual Meeting**
February 16, 2019
Clinton, NC

**Southeastern Pecan Growers Association
Annual Convention and Trade Show**
February 22-23, 2019
Destin, FL

**Western Pecan Growers Association Annual
Conference and Trade Show**
March 3-5, 2019
Las Cruces, NM

**National Pecan Shellers Association Mid-Winter
Meeting**
March 13-14, 2019
Atlanta, GA

**Georgia Pecan Growers Association Annual
Conference and Trade Show**
March 26-27, 2019
Tifton, GA



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