



IN A NUTSHELL

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The APC joined over 78,000 top-class trade visitors from 135 countries, who congregated in Berlin for Fruit Logistica 2019

APC ABROAD: FRUIT LOGISTICA 2019

The American Pecan Council attended Fruit Logistica, the world's largest produce exposition in Berlin, Germany, during the week of February 4th. Executive Director Alex Ott and Marketing Director Jeff Smutny met with international marketing agencies from the United Kingdom, China, India, Germany, France, and Spain.

The recently completed industry funded strategic plan has specifically pointed towards China, the European Union, Canada and India as the top international markets for American pecans. The strategic plan has identified pecan global supply to almost double to 1.2 billion pounds by 2027. Like most other Federal marketing orders, bringing the international marketing component in-house will provide APC with substantial cost savings that can in turn provide for a much more aggressive international marketing strategy.

APC ATTENDS NCPGA ANNUAL MEETING

On February 15 – 16, American Pecan Council's Executive Director Alexander Ott and Chairman Mike Adams attended the 25th Annual North Carolina Pecan Growers Association's Annual Meeting. The event provided an opportunity for the APC to listen to the latest issues and developments in the North Carolina pecan industry. North Carolina suffered damage from Hurricane Florence in 2017 and continues to make a comeback. Several growers are finding success in selling their pecans in local markets while

new growers are beginning to become involved with new plantings.

Additionally, the APC provided an update to the growers on the latest developments of APC events and activities and an update on the global pecan market place. The APC demonstrated the need to work together as an industry no matter how big nor small the acreage or state. Events that occur in another country or state will have an impact on the entire pecan industry.

A special thanks to Phillip Ricks and the North Carolina pecan growers for allowing the APC the opportunity to meet with the industry.

Our next steps...

The Western Pecan Growers Association Annual Conference and Trade Show in Las Cruces, NM, and the National Pecan Shellers Association Mid-Winter Meeting in Atlanta, GA. Hope to see you there!



APPLY LOGO(S)



MEN'S PERFORMANCE HALF ZIP MOCK SWEATER
Color: True Navy
Regular: L (QTY: 1)
Item Cost: \$65.95

LOGO 1

1. SELECT A LOGO



Logo #1567616
Approved
\$8.95



Logo #1570746
Approved
\$6.95

2. SELECT A LOCATION

Custom ordering your own branded gear is fun & easy

REP AMERICAN PECANS IN STYLE!

If you didn't know, the American Pecan Council has a partnership with Lands' End, making it easy for you to proudly display the American Pecans brand wherever you go!

Whether you're looking for gear to wear on the farm, around town, or at a business function, the "[American Pecans](#)" portal on the Lands' End Business website lets you add our logo to an array of eligible Lands' End items, including hats, vests, polos, pullovers, and more. The American Pecans logo is available for embroidery with or without "The Original Supernut" tagline.

For assistance with ordering, contact the American Pecan Council office. Once you've received your apparel, we'd love to see! Share a picture on social media and tag @AmericanPecan, and/or email us a photo at industry@americanpecan.com.

JANUARY MARKETING HIGHLIGHTS

Today, we released the January edition of our monthly Marketing Highlights Report, sharing updates and results from January marketing activities. You can view and download the report by clicking the link below or by visiting the [Your Dollars at Work](#) page in the Digital Toolkit for Industry (password: pecans18).



KICKING OFF 2019 WITH AMERICAN PECANS

Through search engine advertisements (paid search), American Pecans is reaching consumers who are looking online for recipes. People searching for phrases like "chicken recipes" and "lunch recipes" were directed to dishes "super-fied" with pecans. This month, paid search was the primary driver of traffic to AmericanPecan.com.



We aim to make the website as engaging as possible. By tracking the bounce rate (how many visitors leave the site after viewing only one page), we know how many visitors stick around to see the many benefits and uses of pecans. Our January bounce rate for the Super-fy landing page was **2X better than the industry average**, meaning that the recipes, videos and photos successfully inspired visitors to stay and explore.



[Download the January Marketing Report](#)

SAVE THE DATE—APRIL COUNCIL MEETING

Mark your calendars now for APC's upcoming General Council Meeting. The meeting, which will take place from 9:00 a.m. to 12:00 p.m. on Wednesday, April 10th, 2019, at the Hyatt Regency DFW International Airport, is open to the public. Stay tuned for more details in the coming weeks!

CALENDAR OF EVENTS

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

March 26-27, 2019
Tifton, GA

For a complete list of upcoming industry events & educational courses, visit the [Industry Events page](#) on AmericanPecan.com



AMERICAN PECAN COUNCIL

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