



IN A NUTSHELL

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Representatives from 19 of 21 state, regional, and national pecan associations attended the inaugural Pecan Congress on April 9, 2019

A SIGNIFICANT STEP FORWARD FOR THE AMERICAN PECAN INDUSTRY

On April 9, 2019, the American pecan industry held its first-ever “Pecan Congress.” The historic event brought together 19 of 21 pecan organizations representing different regions, state and national organizations. It provided a venue for the organizations to inform the industry on their specific issues, while offering an exchange of ideas and updates for the whole industry.

Additionally, the US Pecan Growers Association and the American Pecan Council signed a contract which will unify international messaging and help the industry go after extra funds to expand marketing efforts. This unification strategy is important as it will provide an avenue for increasing activities with pecan’s limited resources.



USPGC and APC leadership sign historic agreement

USPGC will lead the efforts in China, South Korea and South East Asia, while the APC will focus on Canada, EU, India, and other countries. This allows an opportunity to utilize expertise from both organizations for a common goal—to market and move pecans.

Overall, the event has received positive feedback and the industry is set to hold its next Pecan Congress on August 20, 2019, with the Council meeting on August 21. A special thank you to all of those that participated to make the event such a success. More detailed information will be sent to the associations as we begin preparing for the next event. If you’d like to learn more about the Pecan Congress, please do not hesitate to contact the APC office.



APC Executive Director Alex Ott addresses Georgia growers and industry members at GPGA’s 2019 Annual Conference in Tifton, GA

ON THE ROAD: GPGA ANNUAL CONFERENCE

APC staff attended and made a presentation highlighting aspects of APC’s recently completed Strategic Plan at the Georgia Pecan Growers Association Annual Conference on March 27, 2019. Executive Director Alex Ott presented 5 strategic priorities—win our fair share of tree nuts, lead amongst global suppliers, strengthen our infrastructure, modernize the industry, & unite pecan stakeholders—that emerged from the data, providing industry with a roadmap for successfully navigating the future.

APC staff also conducted a Handler Regulatory & Reporting Course to provide further education and training on compliance activities required by the Federal Marketing

Order 986, such as filling out the monthly reporting forms. If you were unable to attend the workshop and have any questions regarding the reporting forms, please feel free to contact the Council office at any time. We are here to assist you in completing the proper documentation to ensure compliance with the FMO.

Want to attend a course in person?

The next Handler Regulatory & Reporting Courses are scheduled to take place on July 15th & 16th at the 2019 Texas Pecan Growers Association Conference and Trade Show in Frisco, TX

RESULTS ARE IN ... AND THEY'RE PROMISING: ECONOMIC CONTRIBUTION OF GENERIC FOOD & AGRICULTURAL PRODUCT ADVERTISING

Results were just released of a study* conducted that analyzed the economic impact of agricultural promotion groups (APGs) in the United States. Results conclude that these programs have effectively enhanced the profits of their respective stakeholders and generated high rates of returns to the dollars invested in the programs. The study also found that the success of the programs in supporting and growing their respective sectors of agriculture has spilled over to growth in the general economy.

[Click Here to Learn More About This Study](#)

*"The National Economic Contribution of Agricultural Advertising and Promotion" by Forecasting and Business Analytics, LLC (April 2017).

MARCH MARKETING HIGHLIGHTS

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

[Download the March Marketing Report](#)

CALENDAR OF EVENTS

2019 NPSA Pecan Chefs Summit

May 1-3, 2019
San Antonio, TX

Arkansas Pecan Growers Association Education Meeting 2019

May 4, 2019
Lonoke, AR

Mississippi Pecan Growers Association—Field Day 2019

May 7, 2019
Raymond, MS

Oklahoma Pecan Growers Association Annual Convention

June 15-19, 2019
Ardmore, OK

TriState ArkLaMiss Pecanference

June 20-21, 2019
New Roads, LA

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



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