



NEW ROUND OF TARIFFS SET

On May 10, 2019, the Trump Administration announced that it would begin imposing a new round of tariffs totaling \$200 billion in higher tariffs on Chinese goods. This new round of tariffs is in response to the tariffs that China has imposed on U.S. goods and services, including agricultural products, such as pecans. China's response has been to increase existing tariffs by as much as 25% including agricultural products.

As a result of the new trade tariffs being proposed, President Trump has turned to additional mitigation funding through existing programs, such as Market Facilitation Program, additional Agricultural Trade Promotion Program (ATP), and additional dollars for agricultural purchase programs. Last round, the pecan industry received a total of \$16.8 million for purchase products and \$1.3 million in ATP assistance.

As a result of the tariffs, the American pecan industry has seen exports to China/Hong Kong go from 80 million pounds to just 7 million pounds. It is projected that the impact on the pecan industry has been between \$240 - \$300 million dollars. The American Pecan Council will continue to update the industry as additional information becomes available. In the meantime, the APC will continue to drive demand in both domestic and selected international markets and increase awareness to alleviate supply. For additional information, please contact the Council office.

THE GEORGIA PECAN CONFERENCE

The APC attended the first annual Georgia Pecan Congress which took place in Tifton, Georgia, April 29-May 1, 2019.

The event was well attended by Georgia growers, accumulators and shellers. Others in attendance included members of the USDA and Georgia State Agriculture.

Discussion centered around improving relations within the supply chain and thus unifying industry. Other topics included Mexican imports, domestic marketing and improving the packaging of pecans. Shellers showed interest in encouraging foreign suppliers to make voluntary donations to and the APC. If agreed upon, those donations would be utilized by the APC to increase domestic marketing efforts and to conduct health research studies. On the marketing front, attendees noted that they would like to see a macro strategy when it comes to promoting pecans in regions of the United States that may not recognize pecans for use outside of holiday baked goods.

There were approximately 30 attendees in all. The overwhelming positive response appears to point towards Georgia conducting this event once a year. Thanks to Brent Brinkley and Samantha McLeod for coordinating the event.



Culinary Director Marie Ostrosky leads a live cooking demo showcasing the versatility of pecans at the Culinary Institute of America – San Antonio Campus

NPSA'S CHEFS SUMMIT 2019 ROUND-UP

May 1-3 marked the 2019 Pecan Chefs Summit in San Antonio, TX. The annual event, which took place in San Antonio, Texas, was organized and hosted by the National Pecan Shellers Association and funded in part by the American Pecan Council.

During this three-day immersion into the world of pecans, R&D chefs from around the nation were invited to see how pecans are grown and brought to market through touring a farm run by a 5th generation grower as well as a commercial shelling facility. Additionally, the chefs learned about the nutritional profiles of pecans and how to differentiate the texture, flavor, and uses of various pecan products (including halves, pieces, meal/flour, and oil), through live cooking demos and educational sessions.

We're excited to see what new applications from the foodservice industry come about as a result of this event!

APC RAMPS UP INFLUENCER MARKETING

The APC has partnered with the premiere influencer platform firm AspireIQ to begin building content for the Council's website and to build out their social communities. Thanks to AspireIQ, over the next few months the APC will begin working with over 30 influencers that will provide content via Pinterest, Instagram, Facebook and Twitter. The APC will also be creating a YouTube Channel that will host a variety of industry videos and recipes. The recently conducted APC Strategic Plan confirmed areas in which the Council could repurpose marketing dollars towards building a library of content while still retaining the services of the APC's public relations firm Weber Shandwick. These identified savings provide room within the budget to reach our target audience utilizing a variety of marketing tools. We look forward to expanding on this strategy in the upcoming fiscal year.

APRIL MARKETING HIGHLIGHTS

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



AMERICAN PECANS
THE ORIGINAL SUPERBUT!

APRIL 2019 MARKETING HIGHLIGHTS

PECANS 6 WAYS
ONLINE STORY: 232,714 IMPRESSIONS

PECAN PARTNERS SHOWCASE THE ORIGINAL SUPERBUT!
REGISTERED DIETITIANS ARE TELLING THE NUTRITION STORY OF PECANS – ESPECIALLY DURING NATIONAL PECAN MONTH! THESE INFLUENTIAL RDs REACH AN AUDIENCE THAT IS INTERESTED IN HEALTH AND EAGER TO EXPLORE NEW FOODS AND PRODUCTS. OUR PECAN PARTNERS' VOICES GO BEYOND ONE NEWS STORY OR BLOG POST, WITH SOCIAL MEDIA SPREADING THE WORD TO THEIR FOLLOWERS AND BEYOND.

PODCAST
TOTAL LISTENERS: 15,595 IMPRESSIONS

SOCIAL MEDIA ENGAGEMENT:
1,440 LIKES, COMMENTS AND SHARES

CONSUMERS LEARNING TOWARDS SAVORY OPTIONS
The Super-ly and Superweeks campaigns are focused on sharing savory ways to use pecans, making pecans an everyday staple. So far this year, 7 of the top 10 most visited recipes on our website are savory – indicating that consumers are showing sustained interest in new ways to use pecans.

AMERICAN PECAN COUNCIL

[Download the April Marketing Report](#)

Save the Date!

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

CALENDAR OF EVENTS

Oklahoma Pecan Growers Association Annual Convention

June 12-14, 2019
Ardmore, OK

TriState ArkLaMiss Pecanference

June 20-21, 2019
New Roads, LA

Texas Pecan Growers Association Conference & Trade Show

July 14-17, 2019
Frisco, TX

Pecan Association Congress Meeting

August 20, 2019
Dallas/Fort Worth International Airport

American Pecan Council General Council Meeting

August 21, 2019
Dallas/Fort Worth International Airport

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



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