



# IN A NUTSHELL

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## NEW INDIA TRADE TARIFFS DO NOT IMPACT PECANS

On June 16, 2017, India government officials announced an increase in taxes on US products on several existing commodities. For nuts, it was announced that the surcharge duties will be set at 120%. However, pecans are excluded from the increased duty. Almonds and walnuts are the only nuts listed in the increase for duties. The effective duties go into effect June 16, 2019.

The American Pecan Council (APC) identified India as a potential top five market to target. Currently, the APC is submitting an emerging market proposal (EMP) to try and obtain dollars to study the market and begin establishing a pecan market in the country. The current tariff on pecans shipped to India is 36%. APC will continue to monitor and communicate with industry as data becomes available.

## APC VISITS OKLAHOMA AND TRI-STATE CONFERENCES

On June 13, the American Pecan Council presented to the Oklahoma Pecan Growers Association. After the trip through the Panhandle State, the APC turned south to Louisiana where the APC spoke to the Tri-State Pecan Growers Conference. The presentations updated the attendees on the latest activities that the APC has completed and continues to work on. Currently, active projects include: continuation of the “Superweeks” consumer marketing campaign, nutritional research, consumer tracking, nearly completing the US satellite acreage

mapping, preparing for the next Pecan Congress, and providing updates on the latest shipment data. Issues discussed during the Q&A session included market updates on India, Mexico, S. Africa, domestic shipments, grades and standards and the changing of communication to target consumer groups.

A special thank you to both the Oklahoma Pecan Growers Association and the Tri-State Pecan Growers conference for putting on two great events. For more information about the topics covered, please contact the Council office.



*APC Executive Director Alex Ott presents to industry members from Arkansas, Louisiana, and Mississippi at the 2019 Tri-State Pecan Growers Conference*

## MRL WORKSHOP

APC Staff Emma Garner attended the 2019 MRL Harmonization Workshop in San Francisco, CA on May 29-30, 2019. Over 150 attendants including industry members, organizations, and governmental agencies were represented at this workshop. There were 30 international attendees coming from over 7 countries. The workshop included international updates from Germany regarding the EU Commission, South Korea and Taiwan regarding their Positive List and enforcement, as well as the Southeast Asian Nation’s current MRLs. Other topics of discussion were EU pesticide policies as it relates to trade with EU, the MRL early alert system in the EU, an update from Environmental Protection Agency (EPA) and Committee on Pesticide Residues (CCPR), and FAS, overall MRL

compliance and exemptions, and the future of MRL harmonization. All presentations from this workshop are now available online at the link provided below:

<http://specialtycrops.org/mrlworkshop.html>

### SASDA 2019 CONFERENCE

From June 8-12, 2019, Commissioners and Secretaries of Agriculture from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Texas, Virgin Islands, Virginia, and West Virginia gathered in Fort Worth, Texas for the 2019 Annual SASDA Conference.

The purpose of the Southern Association of State Departments of Agriculture (SASDA) is to improve American agriculture through the development and promotion of sound public policy and agriculture related businesses and programs, and to communicate the vital economic importance of agriculture.

As a sponsor of the conference, APC was invited to join the Commissioners and Secretaries for educational sessions on the regulatory responsibilities of each state, and discussions over current and future agriculture policy issues.

To learn more about the organization and conference, visit [www.sasdaannualconference.com](http://www.sasdaannualconference.com).

### MAY MARKETING HIGHLIGHTS

We have 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

**MAY 2019 MARKETING HIGHLIGHTS**

**WHAT'S FOR DINNER?**  
Tracking most-clicked recipes helps us dish up what consumers like most – this month, “pecan chicken” recipes were clicked **more than 100 times a day**

**THIS MONTH, ONLINE SEARCHES FOR “PECAN” INCREASED BY 50% SINCE MAY 2016!**

**GOOGLE ADVERTISING IS PAYING OFF!**  
When consumers search “quick meals,” “easy meals,” and “minute meals,” they’ll see American Pecans ads with instant meal inspiration. The average click-through rate for these ads exceeded 9% - more than triple Google’s average ad!

**AMERICAN PECAN COUNCIL**

[Download the May Marketing Report](#)

### Save the Date!

The next Pecan Congress of industry associations will be held at the Hyatt Regency DFW International Airport on Tuesday, August 20, 2019, beginning at 8:30 am CST. Breakfast and lunch will be provided. There will be a reception on the 20<sup>th</sup> at 6:00 pm CST. The Council meeting will be on Wednesday, August 21<sup>st</sup> beginning at 8:30 am CST. Breakfast and lunch will be provided. It is open to public.

### CALENDAR OF EVENTS

#### Texas Pecan Growers Association Conference & Trade Show

July 14-17, 2019  
Frisco, TX

#### American Pecan Council Handler Regulatory & Reporting Course

July 15-16, 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

#### Arizona Pecan Growers 24<sup>th</sup> Annual Conference

September 5-6, 2019  
Tucson, AZ

#### National Pecan Shellers Association Annual Meeting

September 11-12, 2019  
Nashville, TN



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