



# IN A NUTSHELL

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## NEW STUDY REVEALS AN INVERSE ASSOCIATION BETWEEN NUT CONSUMPTION AND CARDIOVASCULAR DISEASES

The International Nut & Dried Fruit Congress just released a press release regarding a systematic review and meta-analysis of prospective cohort studies conducted by the Diabetes and Nutrition Study Group (DNSG) of the EASD (European Association for the Study of Diabetes) to summarize the evidence of the association between nut consumption and the incidence of, and mortality from, certain CVD outcomes <sup>1</sup>. Results conclude that total nut consumption plays a beneficial role in reducing the incidence of, and mortality from, different CVD outcomes. [Click here to view the official press release.](#)

## APC COMMITTEE MEETING UPDATES

On July 24-25, 2019, APC held Committee meeting conference calls for the five Committees: Governance, Marketing, International, Industry Relations, and Grades & Standards. Each committee approved recommendations which will be brought before the full Council for final approval on August 21, 2019 at the Hyatt Regency DFW hotel in Dallas, Texas. Areas of discussion at the Committee level have been outlined in brief, below:

The Marketing Committee discussed topics such as health and nutrition marketing, the upcoming 2019-2020 FY proposed marketing activities, and the upcoming 2019-2020 FY marketing budget. The committee approved a recommendation in these areas to boost pecan presence in

the domestic, international, and health and nutrition markets.

The Industry Relations Committee's topics of discussion included a review of the 2018-2019 FY activities such as Land IQ, reporting forms update, sponsorships, the Pecan Congress, and the upcoming 2019-2020 FY Industry Relations budget. The committee approved recommendations to the Council for compliance workshops and materials, industry relations activities, and funding for industry research.

The Grades & Standards Committee discussed the following: the upcoming 2019-2020 FY activities and budget and revisions to the current inshell standards. The committee approved recommendations to the Council for a voluntary Quality Assurance Program for American Pecans as well as industry research.

The International Committee's topics of discussion included USDA Unified Export Strategy and the 2019-2020 FY International Committee budget. The committee approved recommendations to the Council for a management contract regarding China, South Korea, and Southeast Asia, UES/EMP development, and the International Nut Congress Health Research.

The Governance Committee discussed financials, compliance, and the upcoming 2019-2020 FY budget.

**All Committee Meetings are open to the public. Upcoming Committee Meetings, Council Meetings, and other industry events are published on the AmericanPecan.com website under the Industry Events tab. [Click here](#) to bookmark the page so you don't miss a thing!**

### *Mark Your Calendar!*

*The next Pecan Congress of industry associations will be held at the Hyatt Regency DFW on Tuesday, August 20, 2019, beginning at 8:30 am CST. Breakfast and lunch will be provided. APC will be handing out the 2017-2018 FY Annual Report. The Annual Report will also be available on the AmericanPecan.com website following the Congress. 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. Please join us!*



APC Western Region Representative Deborah Ralls and APC staff Emma Garner at the Handler Regulatory and Reporting Course conducted at the Texas Pecan Growers Association Meeting on July 15-16, 2019.

### ON THE ROAD: APC ATTENDS TEXAS PECAN GROWERS ASSOCIATION CONFERENCE

APC staff attended and made a presentation highlighting aspects of APC's recently completed Strategic Plan at the Texas Pecan Growers Association Annual Conference & Trade Show on July 15-16, 2019 in Frisco, TX. Executive Director Alex Ott presented a review and update on the programs and activities that are in progress and those that have been accomplished during 2018 and 2019.

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.

#### ***Have Questions Regarding the Monthly Reporting Forms?***

*If you 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 required documentation to ensure compliance with the FMO.*

### AMERICAN PECANS TO BE FEATURED IN RFD-TV'S CHASING DOWN MADISON BROWN

APC has worked with RFD-TV a few times before to share news with the pecan industry - and the broader ag industry - about the brand launch and Pecan-A-Thon on their Market Day Report broadcast. The network reaches more than 52 million homes and showcases agribusiness as well as rural lifestyle. *Chasing Down Madison Brown* is one of the network's lifestyle shows, following Madison as she searches for the best farms, food and people in rural America.

This segment will highlight the American Pecan Industry and APC. Filming for the *Chasing Down Madison Brown* segment will occur on September 19th-21st in San Saba,

TX. APC will notify industry once the air date has been announced.

### About *Chasing Down Madison Brown*

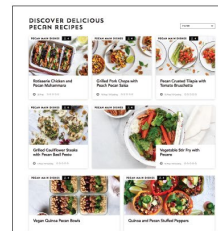
Meet Madison Brown, a seasoned road warrior who grew up rolling down the highway with country band Sawyer Brown and her father Mark Miller, founder and lead singer. Madison's unique and adventurous upbringing meant life on a tour bus, where each new stop brought new adventures, influenced her passion for food, and developed her love for exploring new places. Inspired by Madison's longtime blog, [chasingdownmadisonbrown.com](http://chasingdownmadisonbrown.com), this new series takes viewers coast-to-coast with behind-the-scenes tours, celebrity interviews, sporting events, chefs, food, and more.

### JUNE MARKETING HIGHLIGHTS

The latest edition of our monthly Marketing Highlights Report was released this week, 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).



CONSUMERS FIND INSPIRATION AT AMERICANPECAN.COM



HUNGRY FOR AMERICAN PECANS

We're driving these consumers toward purchase with enticing pecan recipes. 23.4% of June website visitors viewed recipes.



[Download the June Marketing Report](#)

### CALENDAR OF EVENTS

**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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