



APC Staff Alex Ott & Jeff Smutny join Brent Brinkley with the Georgia Pecan Growers Association to survey the damage caused by Hurricane Michael.

APC TOURS HURRICANE DAMAGED AREAS

On October 10 – 12, Hurricane Michael ravaged the Southeast pecan producing regions, smashing into Florida, Alabama, Georgia and making its way to South Carolina. When the storm hit the Florida panhandle it was recorded as a dangerous Category 4, making it one of the worst storms in U.S. history.

APC staff met with several growers who were impacted by the storm. According to Lenny Wells, with the University of Georgia Extension, losses are currently estimated at “27,455 acres of pecan trees which translates to a loss of approximately 17% of Georgia’s pecan acres.” Additionally, the Extension estimates current year crop losses at \$100 million, and tree loss valued at \$260 million. Future income loss is predicted at \$200 million due to the lack of pecan producing trees.

Secretary Perdue announced that farmers and ranchers impacted by the hurricane in 13 counties are eligible for federal assistance. Several of the programs are through the Environmental Quality Incentives Program (EQIP) program. For additional information please go to: <https://www.fema.gov/disaster/4400> . The American Pecan Council will continue to update the industry as more information becomes available.

MITIGATION DOLLARS AVAILABLE

As part of trade mitigation measures, the US Department of Agriculture (USDA) is providing \$200 million in Agricultural Trade Promotion (ATP) Dollars. The Foreign Agricultural Service will be managing the application requests and distribution of program dollars. Although the dollars are open to Federal Marketing Orders, state commissions, trade associations, and private companies, it was emphasized by FAS that the broadest group, coupled with a complete Unified Export Strategy (UES) will have more success in obtaining the dollars. It should be emphasized that these dollars are not Market Access Program (MAP) dollars and are part of a separate program. However, these dollars may be utilized in markets that will assist the industry due to the tariffs that were imposed on several commodity programs. Additionally, these dollars are in addition to the industry buy programs. The pecans industry received \$16.8 million under the commodity purchase program. The APC is currently working with USDA to provide product specifications for the purchase of product. In the meantime, APC will continue to work with applicants and the industry as the ATP dollars become available. Applications for these dollars are due November 2, 2018.

NASS SURVEY BEING CONDUCTED

The American Pecan Council has funded a (NASS) survey to collect the latest information from the pecan community. This survey, coupled with American Pecan Council’s 2018 monthly data, will provide the industry with information that will assist the industry in knowing how much crop is projected, being moved, and in inventory. Currently, the APC has released 2016 and 2017 summary data. For a complete copy of the data, please visit the APC website at: www.americanpecan.com . In the meantime, the industry is encouraged to fill out their NASS survey if they have not done so. Council staff will continue to update the website and inform the pecan industry as data is updated.

APC GIVES PRESENTATION TO OK GROWERS

On October 2, 2018, Executive Director Alex Ott attended an Oklahoma tour. Special thanks to Mark Hamilton in providing a tour of his pecan cleaning and pecan oil facilities. After the tour, growers were updated on the latest American Pecan Council Activities, Oklahoma research projects, and presented the latest information on domestic and international market issues that may impact this year’s crop. The Oklahoma

Pecan Growers Association (OPGA) also provided information about their organization and working relationship with the Federal Marketing Order. Ott emphasized the importance of driving demand over the next six months to move product during our peak times. Changing the perception of pecans from a “pie ingredient” to an everyday use while emphasizing the important health benefits is going to be critical in order to prepare for the “wave” of pecans that are coming down the line. Council staff will continue to promote and update the industry as the marketing programs continue to move forward.

STRATEGIC PLANNING GETS UNDERWAY

The American Pecan Council (APC) is beginning the first phases of its comprehensive strategic planning program. The program will provide an industry outlook over the next 1, 3, 5 and 10 years, while examining activities and opportunities for the APC and industry. This program will be critical for the pecan industry as it will identify where the industry should most effectively put their dollars to “move the needle” for pecans. Additionally, the project will lay out specific goals for the industry to measure success for both the FMO and the pecan industry. Currently, an industry survey is being prepared and will be sent out for feedback. APC will continue to update the industry as studies and information become available. For additional information, please contact the APC office.

APC PRESENTS AT NEW MEXICO SHORT COURSE

On October 15 – 17, New Mexico State held its pecan short course program. Executive Director, Alex Ott, presented the latest activities of the APC to the group. The program included information on basic pecan practices, soil and water technologies and techniques, marketing strategies, and the latest on pecan pests and diseases. Special thanks to Richard Heerema with New Mexico State for putting on the short course.



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APC ATTENDS PMA

On October 18 – October 20, American Pecan Council (APC) attended the annual Produce Marketing Association (PMA) trade show in Orlando, FL. The PMA show provides an opportunity to meet with buyers, consumers, growers, and suppliers throughout the U.S. and the world. Events include: latest marketing techniques, latest technologies, recipe development, domestic and international market development, and the latest on new food laws and regulations, just to name a few. It is also a great opportunity to meet with other federal marketing orders, trade associations, and commodity programs to share information on the current market place.

SAVE THE DATE

AMERICAN PECAN-A-THON

Get ready for the online event of the year. Highlight **November 15th** on your calendar for the online event of the year; The Super American Pecan-A-Thon. We aim to creatively engage our consumer at a time when pecans are top-of-mind with a breakthrough activation. We are excited to be working in partnership with top recipe media property Epicurious/Bon Appetit to put on an entertaining variety show starring The Original Supernut. The Super American Pecan-A-Thon broadcast will feature hilarious film star Wendi McLendon-Covey and some top recipe and lifestyle social influencers to help guide the show. Plus, you'll see fellow growers supporting the show, as well!

We'll help encourage viewers to take the **#pecanpledge** to make one more pecan dish (beyond the pie) this holiday.

Keep your eyes peeled for more information.

CALENDAR OF EVENTS

New Mexico Pecan Growers Meeting
November 2, 2018
Las Cruces, New Mexico

Pecan-A-Thon
November 15, 2018

North Carolina Pecan Growers Association
February 16, 2019
TBD

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