



# IN A NUTSHELL

Issue No. 9

December 2018



A huge THANK YOU to our pecan cast of characters:

Marianne Brown, Kortney Chase, Ben & Laura King, Heather Salopek, Mike & Lotsee Spradling, and musical inspiration by The Iveys

## HAVE YOU MADE YOUR PLEDGE, YET?

Did you see your fellow pecan family members take part in the Big Show November 20th? The Super American Pecan-A-Thon aired coinciding with one of the most popular days of the year for holiday recipe searches online; we launched The Super American Pecan-A-Thon on [AmericanPecan.com](http://AmericanPecan.com) and [Epicurious](http://Epicurious). All of our paid social and search support went live shortly after, inspiring our target consumer with recipes beyond the pie – and intercepting her where she's already looking.

Early results have come in and with this event pecans have captured the Number 1 position for Share of Voice across all nut categories during this very important time of the year.

The Pecan-A-Thon is still ongoing and you have time to make that pledge to use pecans beyond just pie this year. Simply visit <https://americanpecan.com/pledgepecans/> and click "Start the Show".

## APC VISITS USDA TO DISCUSS GUIDELINES

USDA's Agricultural Marketing Service hosted a Research & Promotion and Marketing Order Information Session on November 27, 2018, in Crystal City, VA. 43 federally regulated marketing programs were in attendance to review updated program guidelines and to take part in question and answer sessions with the U.S. Department of Justice and USDA's Office of General Counsel. Alex Ott and Jeff Smutny were able to have a private sidebar meeting with the Office of General Counsel to discuss contract requirements. USDA listened to program concerns and will address them in the coming months. We look forward to guideline revisions based on our feedback.

## EXECUTIVE DIRECTOR VISITS CA PECAN GROWERS

On November 13, 2018, the American Pecan Council's Executive Director, Alex Ott, updated the California Pecan industry at the annual Grape, Nut & Tree Fruit Expo. The event provided an opportunity to meet and discuss several issues within the U.S. Pecan industry. Updates on topics included the latest developments on tariffs, hurricanes that impacted the Florida, Georgia, and North Carolina areas, and flooding in the central pecan region. Ott also updated the group on the latest APC activities to drive demand and generate consumer awareness. Following the event, Ott was given a tour of several of the pecan growing regions of the Central Valley, showcasing the differences in growing practices compared to other pecan regions and several of the issues that are directly impacting the California pecan industry.



(left) Mark Hendrixson with CA Pecan Growers leads the industry update discussion

## INDUSTRY WIDE SURVEY—STRATEGIC PLANNING

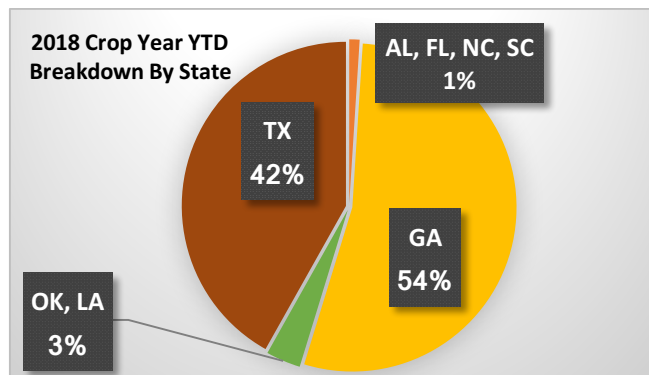
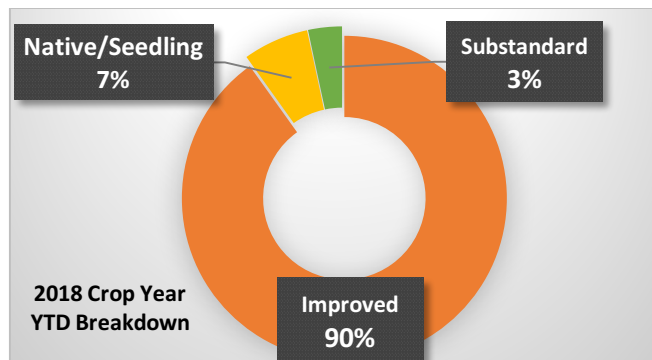
We have extended the industry wide survey, but it closes soon so submit your feedback now! American Pecan Council (APC) values your input as a member of the pecan industry. **For those who have not yet participated**, we ask once more that you help us by completing the survey. Some of the questions that are asked include "what are the biggest challenges you face?" and "where would you like to see the APC focus its efforts?" – questions whose answers will help guide our path forward.

For everyone, if you have any questions, or you know someone else who would be interested in participating but has not been contacted, please email [strategicplanning@americanpecan.com](mailto:strategicplanning@americanpecan.com).

## APC PECAN POSITION REPORTS

The American Pecan Council publishes monthly Pecan Industry Position Reports, which contain the latest pecan trade statistics. These reports consist of compiled data received from the handlers of pecans and are aligned with the pecan crop year from September 1 to August 31. Reference these reports to understand the trends that impact the pecan industry such as the latest shipping and inventory information, as well as international trade activity. You can reference these

monthly Pecan Industry Position Reports in the Industry tab of the [Americanpecan.com](http://Americanpecan.com) website. If you have any questions regarding the monthly reporting forms, please contact the APC office at (817) 916-0020.



### OUR TEAM IS GROWING!

We are happy to welcome American Pecan Council's new Executive Assistant, Deborah Barnett. Deborah brings a varied wealth of knowledge to her role. A veteran of the non-profit sector, she's highly experienced in administrative office management, event planning, and relationship building. Throughout her career, Deborah has worked with teams to improve efficiency by streamlining operations, build digital management systems, and manage projects to success, which makes her the perfect fit for our team!



The American Pecan Council would also like to welcome the new Assistant Director of Marketing and Industry Relations, Julianna Keck. Julianna hales from the Coachella Valley where her family has a deep-rooted history in the California Date industry. Additionally, she grew up spending time on her family's ranches in southeastern Arizona and New Mexico assisting her parents in planting their

now established pecan orchard in Cochise County. A graduate of Pepperdine University with a degree in Integrated Marketing Communication, Julianna established a career in media and outreach through writing for regional travel and lifestyle publications. Her experience will assist the APC in marketing and industry relations. Please take a moment to welcome both Deborah and Julianna to the American Pecan Council.

### IN MEMORY OF BENJAMIN LITTLEPAGE



Benjamin Meek Littlepage, 87, of Colfax, Louisiana, passed away on Wednesday, December 5, 2018. He was a well-respected pecan grower from Colfax, Louisiana. Throughout his many years in the pecan industry, he became the President of the National Pecan Growers Council and received many awards for his contributions to the industry. Mr. Littlepage became well known for providing his pecan crop estimate every year at the Tri-State Pecan Conference. American Pecan Council is deeply saddened by the news of the passing of Mr. Littlepage. He will be sorely missed as will his efforts that have helped the pecan industry succeed. Our condolences go out to all Ben's friends and family.

### CALENDAR OF EVENTS

**American Pecan Council Meeting**  
December 18, 2018  
Dallas, Texas

**Fruit Logistica**  
February 6-8, 2019  
Messe Berlin

**Southeastern Pecan Growers Annual Conference**  
February 22-23, 2019  
Sandestin, Florida

**Western Pecan Growers Association Annual Conference**  
March 3-5, 2019  
Las Cruces, New Mexico

**NPSA Mid-Winter Meeting**  
March 13-15, 2019  
Atlanta, Georgia

**Georgia Pecan Growers Association Conference**  
March 26-28, 2019  
Tifton, Georgia

**Texas Pecan Growers Associations Conference & Tradeshow**  
July 14-17, 2019  
Frisco, Texas

**Don't forget to find us on social media!**  
**#americanpecan** **@americanpecan**

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