



INTRODUCING AMERICA TO THE ORIGINAL SUPERNUT

Since the creation of the American Pecan Council (APC) under the Federal Marketing Order in 2016, we have made significant strides uniting as an industry and building the consumer brand of American Pecans, The Original Supernut™.

As part of our commitment to keeping industry informed, we are excited to announce this month's launch of our first ever printed newsletter. Look out for a copy in your mailbox or sign up by visiting AmericanPecan.com and filling out the "Industry Registration" form. You can also email us at industry@americanpecan.com or call (817) 916 - 0020

APC ON THE MOVE

OCTOBER 3, 2019

**Florida Pecan Field Day
& Florida Pecan Growers
Association Annual Meeting**
Monticello, FL

OCTOBER 17-19, 2019

**PMA Fresh Summit
Convention & Expo**
Anaheim, CA

OCTOBER 21-25, 2019

DC Commodity Board Roundtable
Washington, D.C.

OCTOBER 26-29, 2019

**FNCE | Food & Nutrition
Conference
& Expo**
Philadelphia, PA

NOVEMBER 19, 2019

**TNA & NDFTA U.S. Nuts & Dried
Fruits Conference**
London, UK

PECAN CONGRESS HOLDS 2ND MEETING

On August 20, 2019, industry held its second annual Pecan Congress in Dallas-Fort Worth, followed by a Council meeting on August 21. Nineteen out of twenty-one Pecan associations attended workshops touching on: social media, crop protection programs, satellite imaging and international and legislative issues.

The congress is set to meet again in April 2020 in Dallas-Fort Worth, and details will be shared once available.



APC Gears Up for the Holidays

Nothing gets consumers more excited than seeing familiar food in a new form. As part of our holiday season campaign, American Pecans is reinventing a holiday tradition by serving up an entire pecan-inspired Thanksgiving feast in one pie. We are partnering with well-known pie bakers, the Elsen sisters, to create the "Thankseverything Pie" with each slice featuring a savory pecan recipe.

More information will be shared in the coming weeks. Sign up at AmericanPecan.com to get the latest updates.



The APC is committed to keeping you informed, and we're excited to launch the print edition of our newsletter. We'll continue to send email updates as well. To sign up, visit AmericanPecan.com and fill out the "Industry Registration" form in the "For Industry" section, or you can email us at industry@americanpecan.com.



INDUSTRY TOOLKIT UPDATES

The industry section of AmericanPecan.com houses our Industry Toolkit, a collection of marketing program updates as well as promotional resources to propel your business forward. In fact, the Toolkit has brand new updates that spotlight our most recent campaign: Superweeks - including business cards, printable stickers and recipe cards. In addition, the APC has made general updates and improvements to make growing your business easier. To access these materials, go to the Industry Toolkit section of the website and enter the password (pecans18).

NEW APC TV SPOTLIGHTS

RFD-TV's Madison Brown is Chasing Down Pecans!

Keep an eye out for American Pecans' spotlight on RFD-TV's Chasing Down Madison Brown this fall! Last month, the APC welcomed Madison Brown – TV host and blogger known for shining a spotlight on rural America and the ag community – to San Saba, Texas. Madison met with local growers and shellers to learn about The Original Supernut and see some of the faces and places behind American Pecans.

Three upcoming CDMB episodes will educate consumers on the process of getting pecans from orchard to table. The first show airs November 7.



Above: Madison Brown and Kourtney Chase of San Saba Pecans

Left: Madison Brown and Millican Pecans' Winston and Kristen Millican and family

TV Segments Promote Nutrition of Pecans

The APC recently worked with Registered Dietitians (RD) on TV segments promoting American Pecans as a wholesome and versatile recipe ingredient. Segments have aired in major metro-areas across the nation including Indianapolis and San Antonio. Viewers learned how to use pecans to transform classic family favorites into quick and easy-to-make, nutritious dinners, packed with plant-based protein and fiber.

