

## THE APC INTRODUCES



This holiday season, the American Pecan Council (APC) is inspiring consumers to use pecans beyond dessert. We've introduced the Pecan ThanksEverything Pie, a unique culinary creation offering a complete holiday meal in one dish. The pie features eight slices, each representing a different recipe using pecans as the star ingredient. To learn more, visit [AmericanPecan.com/ThanksEverything](http://AmericanPecan.com/ThanksEverything).

Also, check out the Industry Toolkit at [AmericanPecan.com](http://AmericanPecan.com) (password: pecans18). You'll also find campaign resources such as printable recipes, social media cards, and a promotional flyer.

EXPLORING A NEW MARKET  
FOR AMERICAN PECANS:

# INDIA

With the start of harvest, we have seen increased coverage regarding the pecan industry and the impacts of India. There are many questions circulating about the industry's next steps and what the APC will do about opening this market.

The APC has submitted a proposal for the Emerging Markets Program (EMP) to address current constraints, promote demand and build market share within the country. EMPs help U.S. organizations such as the APC promote exports of U.S. agricultural products to countries that have – or are developing – market-oriented economies and have the potential to be viable commercial markets.

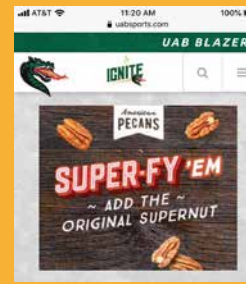
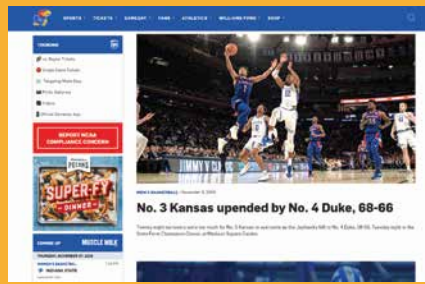
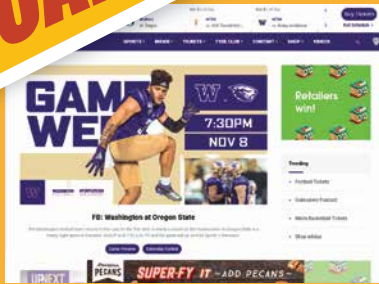
With the submission of the EMP, the APC is examining market share and building demand in India in order to assist with increasing American pecan exports. This program is still in its infancy and the APC will continue to update industry as the project moves forward. If you have any questions regarding the EMP or the market, please contact our office.

# FOOTBALL & PECANS:

## TWO AMERICAN CLASSICS



To implement the Council's recent vote for a more diverse marketing platform, the APC is engaging with Learfield / IMG on ad campaigns this college football season. Banner ads for American Pecans are currently running on websites affiliated with the nation's largest conferences, including the SEC, Big 12 and Pac-12. Targeted towards Gen X / Y moms in pecan-growing states, these campaigns will garner more than 15 million impressions.



## GAINING INSIGHT

AT THE FOOD & NUTRITION CONFERENCE AND EXPO

In partnership with Eat Well Global's (EWG) team of credentialed nutrition professionals, the APC has been working alongside registered dietitian nutritionists (RDs) to inspire healthy consumption of pecans amongst consumers. Our presence at the Food & Nutrition Conference and Expo (FNCE) – the world's largest meeting of food and nutrition experts – provided the perfect opportunity to develop and test key RDN messages, as well as meet with key opinion leaders. Insights gathered will be applied in our work to promote American Pecans in the food and nutrition markets.

## GET TO KNOW YOUR COUNCIL REPS

Each newsletter, the APC will feature some of the hard-working individuals who make up the American Pecan Council. Nominated by industry to represent growers and shellers from 15 states across three pecan-growing regions, these individuals have one main thing in common: a genuine passion for pecans and our industry.

We encourage you to reach out to your regional council representative with questions or feedback. For the complete Council Member slate, visit [AmericanPecan.com](http://AmericanPecan.com).



**CENTRAL REGION**  
Mike Adams (Grower)  
Caldwell, TX



**WESTERN REGION**  
G.L. Straley (Grower)  
Artesia, NM



**EASTERN REGION**  
Trent Mason (Grower)  
Fort Valley, GA