

PECANS: ACROSS THE POND

Last month, APC leadership visited with international marketing representatives, retailers, associations, and the USDA in Germany and the United Kingdom. There is buzz about the future of pecans in the European Union, as EU consumers are expressing a desire for healthy snacks that fit into their on-the-go lifestyles.

APC Executive Director Alex Ott presented at the United States Embassy in London to the EU's largest retailers and food service firms, and the native nut key messaging and commitment to sustainability resonated very well with those in the audience. There was also encouraging interest from retailers and wholesalers intrigued by packing pecans for mobile snacking.

The APC's International Committee will be posting a Request for Proposals (RFP) for U.S. contractors to manage the international marketing efforts for the pecan industry. This is a transition condition of the USDA's Foreign Agriculture Service as the APC takes over the management of the Market Access Program. We look forward to welcoming international partners to help promote American pecans in our targeted markets.



On November 7, American Pecans introduced the Pecan ThanksEverything Pie, a unique culinary creation offering a complete holiday meal in one dish. In support of the holiday marketing campaign, we released a custom article, "Reinvent your holiday meals using one simple ingredient," to news outlets nationwide. The piece focuses on pecans' versatility, as the perfect ingredient to add to festive dishes.

Two recipes from the Pecan ThanksEverything Pie are included as stand-alone side dishes – Squash, Pecan and Sausage Stuffing and Roasted Veggies and Potato Mash with Toasted Pecans. Articles have run in print and online news outlets nationwide, including *San Francisco Gate*, *Houston Chronicle*, and *Austin American-Statesman*. The article will continue to run throughout the holiday season.

If you catch the article in your local paper, let us know! You can also find the recipes at AmericanPecan.com/thankseverything.

NEW SEASONAL PECAN PARTNERS

American Pecans is excited to introduce our latest group of pecan partners, social media influencers who share pecan culinary inspiration and DIY crafts with their audiences. Bloggers whose content and audiences align with our Gen X and Y mom target audience encourage readers to purchase American Pecans for their family menus and entertaining this holiday season.

New partner Kelsey Preciado of blog Little Bits of Real Food and Real Talk, focuses on “healthyish” holidays that make entertaining as a young mom easier. Her new Pecan-Packed Holiday Charcuterie Board features pecans in three different ways! Other new partners include Dale Gray of The Daley Plate and Andie Mitchell, both of whom develop recipes that blend pecans with classic family favorites, such as Dale’s Turkey Sausage Rolls with Pecans and Homemade Cranberry Dipping Sauce and Andie’s Charred Sesame Pecan Green Beans.



Charred Sesame Pecan
Green Beans
ANDIE MITCHELL



A Pecan-Packed Holiday
Charcuterie Board
**KELSEY PRECIADO –
LITTLE BITS OF REAL FOOD
AND REAL TALK**



Turkey Sausage Rolls with
Pecans and Cranberry
Dipping Sauce
**DALE GRAY –
THE DALEY PLATE**

Check out all of our influencers’ Instagram handles below. Follow along to catch new content as it goes live, then easily repost and share with your own following.

Kelsey Preciado @littlebitsof_realfood

Dale Gray @thedaleyplate

Andie Mitchell @andiemitchell

Carina Wolff @kalememaybe

Breezeway Bakery @breezewaybakery

Adriana Marciano @fitandwellmedgal

Stefani Pollack @cupcakeproject

Shonda Wagner @shonda1020

Michaela Vais @elavegan

Jasmine Briones @sweetsimplevegan

Amanda Le @raw_manda

Jess Hoffman @choosingchia

Laura Wright @thefirstmess

Serve the recipes at your next holiday feast, and tag us on social at @AmericanPecan!

GET TO KNOW YOUR COUNCIL REPS

The APC will continue to feature individuals who make up the Council. These industry members were nominated to represent growers and shellers from 15 states across three pecan-growing regions. Please reach out to your regional council representative with questions, thoughts, or feedback. For the complete Council Member slate, visit AmericanPecan.com/for-industry/industry-representatives.



CENTRAL REGION
Mike Spradling (Grower)
Tulsa, OK



WESTERN REGION
Sonja Roeder (Sheller)
Las Cruces, NM



EASTERN REGION
Buck Paulk (Grower)
Ray City, GA



As part of our holiday marketing campaign, American Pecans is sharing Pecan ThanksEverything Pie videos and images on the APC Instagram and Facebook page. You can re-post on your own channels.

Did you know all of these images and videos are also available for download on the Industry Toolkit on AmericanPecan.com (password: pecans18)? Within the “Social Assets” section, you can find holiday campaign photos and videos, as well as general American Pecans content.

We encourage you to post these assets on your personal or business channels to promote pecan usage throughout the holiday season. If you’d like assistance in doing so, please reach out to the APC office at (817) 916-0020 or info@americanpecan.com.