



ROUNDING OUT THE HOLIDAYS

Our holiday campaign, the Pecan ThanksEverything Pie, officially wrapped as the year came to a close. The campaign was one of our most successful to-date, and generated media and social media buzz throughout the holiday season.

The pie was met with excitement from major food and lifestyle outlets popular with our target audience of Gen X and Y moms, who often turn to these publications for entertaining inspiration. Media outlets such as *Thrillist*, *Reader's Digest*, *Good Housekeeping*, *Rachael Ray Every Day*, *Delish* and more ran stories or posted on social media about the Pecan ThanksEverything Pie, and highlighted the many ways to incorporate pecans into holiday meals.



INTRODUCING THE NEWEST CAMPAIGN FROM AMERICAN PECANS

The start of the year brings a renewed focus on healthy living, and our marketing efforts are promoting pecans as the powerhouse, superhero ingredient for nutritious meals and smart snacking options. Be sure to follow us @AmericanPecan for fresh social media content you can use for your own business.

In addition to social media, keep an eye on AmericanPecan.com and APC emails for updates on our next big campaign, launching in early February. Through new online content, we will show how the nutrition, taste, and versatility of The Original Supernut™ can save the day for busy, health-conscious consumers.

THRILLIST
The Best
Thanksgiving
Pies You
Can Buy

delish
msn
yahoo!
lifestyle

This Pie Is An Entire
Thanksgiving Meal
In One, So There's
No Need To Cook
This Year

Taste of Home
This Gorgeous
Pie is Your
Favorite
Thanksgiving
Dish in Each Slice

NEW TV SPOTLIGHT WITH MADISON BROWN

You may remember our article about RFD-TV's *Chasing Down Madison Brown* episode featuring the growing process behind American Pecans. We're thrilled to continue sharing the story of the people and places behind The Original Supernut with millions of viewers nationwide.

The new episode, which first aired in early December, follows host Madison Brown as she visits San Saba Pecan Company to learn more about the process after harvest, from the shelling plant to international sales. The episode also features a visit to a Leonard Farms orchard and a cooking segment, highlighting the versatility of pecans, with Kristen Millican of Millican Pecans.

Alongside the TV program, Madison shared pecan content and recipe inspiration with her social media followers – follow along to like or comment on Facebook (The Madison Brown) and Instagram (@cdmadisonbrown).

Let us know what you thought about the episodes! Reach out to industry@americanpecan.com or call the office at 817-916-0020.



**A LOOK AHEAD –
MARK YOUR CALENDARS!**

JANUARY 27-30, 2020

**2020 Texas Pecan Short
Course**
Somerville, TX

FEBRUARY 5-7, 2020

Fruit Logistica
Berlin, Germany

FEBRUARY 8, 2020

**North Carolina Pecan
Growers Association
Annual Workshop**
Goldsboro, NC

FEBRUARY 21-22, 2020

**Southeastern Pecan
Growers Association
113th Annual Convention
& Trade Show**
Panama City Beach, FL

MEMBER NOMINATIONS

The American Pecan Council will be seeking nominations for the upcoming election. The nomination forms are currently with USDA for final approval. The nomination process will be conducted as outlined in FMO 986.40. Stay tuned for more information in the weeks to come. In the meantime, questions can be directed to APC Director of Marketing and Regulatory Affairs Jeff Smutny at [jmutny@americanpecan.com](mailto:jsmutny@americanpecan.com).

NEW YEAR, NEW PRODUCTS

Pecans are so much more than just the pie – there's nothing America's native nut can't do! That's why we are thrilled every time we hear of new pecan products hitting the shelves. We've rounded up a few products we've discovered recently, but we know it's just a small sampling of industry innovation. Want to share pecan products you've created or seen on the shelves? Send information to industry@americanpecan.com so it can be featured in an upcoming industry communication!

