



**AMERICAN PECAN COUNCIL**  
**INDUSTRY RELATIONS COMMITTEE**

**WEDNESDAY**  
**MAY 6, 2020**  
**3:00 p.m. Central Time**

Join by computer or conference call:  
<https://zoom.us/j/933267248?pwd=RHRsaFBDSktQWndFc1lBK0FEQlBsdz09>

**CONFERENCE CALL**  
**ZOOM DIAL IN:**

+1 669 900 6833 US  
Meeting ID: 933 267 248

**MINUTES**

**I. CALL TO ORDER – Deborah WALDEN-RALLS**

**A. ROLL CALL**

Chairman Deborah WALDEN-RALLS called the Industrial Relations Committee to order at 3:05 p.m. The following Committee members were in attendance.

Buck PAULK  
Angie ELLIS  
Mike ADAMS  
Mike SPRADLING  
Phillip ARNOLD  
Adam HARRELL  
Dan ZEDAN  
Deborah WALDEN-RALLS

**STAFF:**

Alex OTT	American Pecan Council
Jeff SMUTNY	American Pecan Council
Emma GARNER	American Pecan Council
Courtney SMITH	American Pecan Council

OVERSIGHT:

Tom NAPOLA

USDA

GUEST:

Matthew BAILEY

Catherine CLARK

Blair KREBS

Alison MCMILLON

Steve MORTIMORE

B. ESTABLISH QUORUM

Having received a sufficient number of Committee members a quorum was established.

C. CHAIRWOMAN UPDATE

Chairwoman Deborah WALDEN-RALLS welcomed everyone for attending and thanked them for there time.

D. APPROVAL OF PREVIOUS MINUTES

**MOVED** by Angie ELLIS, duly seconded by Phillip ARNOLD, and unanimously carried **THAT** the minutes of July 24, 2019 be approved. **(MOTION 5-6-2020 #1)**

II. **REVIEW OF 2019-2020 FY ACTIVITIES**

A. ELECTRONIC REPORTING PLATFORM

In an effort to streamline the collection of information, the American Pecan Council (APC) has set to develop an industry tab for the website that will assist in electronic forms and gathering data. APC staff has been working with Fishhook Development for the development of the electronic reporting project. Throughout the summer and early fall of 2019, the American Pecan Council team worked with Fishhook Development to specify functional requirements and detailed wireframe documents to clearly outline system information architecture and its intended visual implementation in the applications. The handler reporting platform will officially be launched at the beginning of the upcoming crop year.

B. REPORTING FORMS

APC has worked to simplify and streamline the reporting process. The reporting forms have been reduced from six to three with one year-end report. The revised forms have worked through the approval channels. The final rule for changes to reporting requirements was published April 8, 2020. The new reporting forms will be utilized for the upcoming crop year. APC staff will begin educating the industry on the new and improved forms in preparation for the upcoming crop year.

C. LAND IQ

For the 2019-2020 FY, APC has contracted with Land IQ to conduct the following projects:

- Mapping for Eight Major Producing States
- Hurricane Michael Impacts
- Mapping for Eight Additional States

#### D. NASS SURVEY

On August 21, 2019, the Council approved to fund two NASS Surveys. The American Pecan Council (APC) has funded National Agricultural Statistics Service (NASS) to prepare and implement two surveys of pecan growers, collect data from selected pecan growers, set estimates, and publish the results in the December Crop Production report for the 2019 forecast, and the preliminary and finalized Pecan Production, Price, and Value by variety report (PDI). The states surveyed were Arizona, Georgia, New Mexico, Oklahoma, and Texas for the 2019 crop year. The December crop estimate numbers were published on December 10, 2019. The Preliminary PDI survey was published on January 23, 2020. The final PDI survey was released yesterday, May 5, 2020.

December 2019 Crop Estimate (Page 8)-

<https://downloads.usda.library.cornell.edu/usda-esmis/files/tm70mv177/b2774b38v/2b88qv196/crop1219.pdf>

Preliminary January PDI Survey-

<https://downloads.usda.library.cornell.edu/usda-esmis/files/5425kg32f/9w032k11w/9306tf61w/pecnpr20.pdf>

Final PDI Survey will be available at the link below

<https://usda.library.cornell.edu/concern/publications/zs25x846c>

The results from the December Crop Production Forecast Report and the Pecan Production, Price, and Value by variety Report, coupled with American Pecan Council's Pecan Industry Position Reports and the Land IQ data funded by the Council, will provide stakeholders with more insight and data regarding the pecan industry. The data collected from this survey will also help set pecan acreage and production estimates at the state and U.S. level.

#### E. COMMUNICATION STRATEGY

Communicating marketing activities, metrics, and other industry updates to all constituents in the pecan industry is a high priority. Each month, industry has received a newsletter, pecan industry position report, marketing highlights report, as well as other industry e-blasts. In addition, we regularly update the industry toolkit and resources page on AmericanPecan.com. We have received feedback on different aspects of communications. During the Industry Relations committee call on May 6<sup>th</sup>, we will be discussing a communications strategy to ensure our touchpoints with the industry at large are as effective and informative as possible.

This plan is broken down below:

- Industry At Large
  - Newsletter –

- Based on feedback, we will shift away from distributing hard copies and move back to a digital, emailed version only.
- Bi-weekly; will be received every 2<sup>nd</sup> and 4<sup>th</sup> Friday with one being industry focused and the other, marketing focused.
- Share with leading industry publications once a month for inclusion in their e-blasts

- Pecan Industry Position Reports – Received the 3<sup>rd</sup> or 4<sup>th</sup> week of each month
- Marketing Highlights Report – Received the 3<sup>rd</sup> or 4<sup>th</sup> week of the month. Also available in the Industry Toolkit.
- Misc. Industry News and Updates – Sent out to industry via email as well as published on the Industry News Page

- Council Members
  - Receive monthly updates on all activities

### III. ADJOURNMENT

**MOVED** by Dan ZEDAN, duly seconded by Mike SPRADLING, and unanimously carried **THAT** the Industry Relations Committee be adjourned.  
**(MOTION 5-6-2020 #2)**

## **SUMMARY OF ACTIONS FOR MAY 5, 2020**

### **MOTION 5-6-2020 #1**

**MOVED** by Angie ELLIS, duly seconded by Phillip ARNOLD, and unanimously carried **THAT** the minutes of July 24, 2019 be approved.

### **MOTION 5-6-2020 #2**

**MOVED** by Dan ZEDAN, duly seconded by Mike SPRADLING, and unanimously carried **THAT** the Industry Relations Committee be adjourned.