



**AMERICAN PECAN COUNCIL**  
**MARKETING COMMITTEE**

WEDNESDAY MAY 26, 2021  
10:00 a.m. Central Time

Join Zoom Meeting by Computer:  
<https://us02web.zoom.us/j/89419895142?pwd=S05aS01KcWQ1cEFCQjd5UVFMANFFuZz09>

or

**CONFERENCE CALL**

+1 346 248 7799 US  
Meeting ID: 858 6499 8607#

**AGENDA**

- I. **CALL TO ORDER**
  - A. ROLL CALL
  - B. ESTABLISH QUORUM
  - C. APPROVAL OF PREVIOUS MINUTES 8/12/20
- II. **MARKETING PROGRAMS/STRATEGIES**
  - A. 2020/21 MARKETING UPDATES
    - NPSA (Action Item)
    - IRI Grocery Store Scan Data (Action Item)
    - Website/Graphics Firm RFP (Action Item)
    - Marketing Strategy Review RFP (Action Item)
  - B. 2021/22 MARKETING STRATEGIES
    - Fresh Smart Solutions
    - Digital Magnet
    - Learfield IMG
    - AspireIQ
    - Eat Well Global
    - Weber Shandwick
  - C. HEALTH STUDY UPDATE
- III. **FUTURE MEETINGS**
  - A. WORKGROUP CALLS
  - B. LATE JULY/EARLY AUGUST MARKETING COMMITTEE 21/22 FINAL DECISIONS
- IV. **NEW BUSINESS**
- V. **ADJOURNMENT**