



AMERICAN PECAN COUNCIL

FULL COUNCIL

WEDNESDAY

MARCH 23, 2022

8:30 a.m. Central Time

HILTON DFW LAKES EXECUTIVE CONFERENCE CENTER

1800 Highway 25E

Grapevine, TX 76051-9641

(817) 481-8444

AGENDA

- I. CALL TO ORDER – Mike Adams, Chairman**
 - A. ROLL CALL
 - B. ESTABLISH QUORUM
 - C. CHAIRMAN UPDATE & EXECUTIVE DIRECTOR UPDATE
 - D. APPROVAL OF PREVIOUS MINUTES
 - 1) December 14, 2021

- II. GOVERNANCE COMMITTEE**
 - A. FINANCIALS
 - B. PROJECT UPDATES
 - C. ASSESSMENTS – CLARIFICATION AND UPDATES

- III. INTERNATIONAL COMMITTEE**
 - A. MAP & EMP DOLLARS
 - B. CHINA MARKETING
 - C. GERMANY MARKETING
 - D. EMP DOLLARS AND PROJECTS

IV. INDUSTRY RELATIONS COMMITTEE

- A. CROP FORECASTING
- B. ENFORCEMENT
- C. ELECTRONIC REPORTING
- D. FORMS

V. MARKETING COMMITTEE

- A. AMERICAN PECAN MARKETING PROJECTS
 - 1) Eat Well
 - 2) Aspire IQ
 - 3) IRI

VI. GRADES, STANDARDS & RESEARCH COMMITTEE

- A. K-COE – QUALITY ASSURANCE PROGRAM
- B. GRADES AND STANDARDS SUBMISSION TO USDA UPDATE
- C. END OF PRODUCT PACKAGING STANDARDS

VII. NEW BUSINESS

VIII. ADJOURNMENT