



PECAN PIONEERS THE HIKING NUTCRACKER IN GERMANY

We launched our pecan trails campaign in Germany, and people are loving our hiking nutcracker! Our influencers are already seeing great engagement and results from their social content.

We've extended our campaign by partnering with one of the most renowned hiking associations in Germany, helping position pecans as the best snack to fuel hiking adventures. With a fully branded landing page on their website, we're reaching even more of our target audience and have also seen an increase in visits to our website. Between the website and paid social ads, we've secured almost 780K consumer views and touchpoints (impressions).

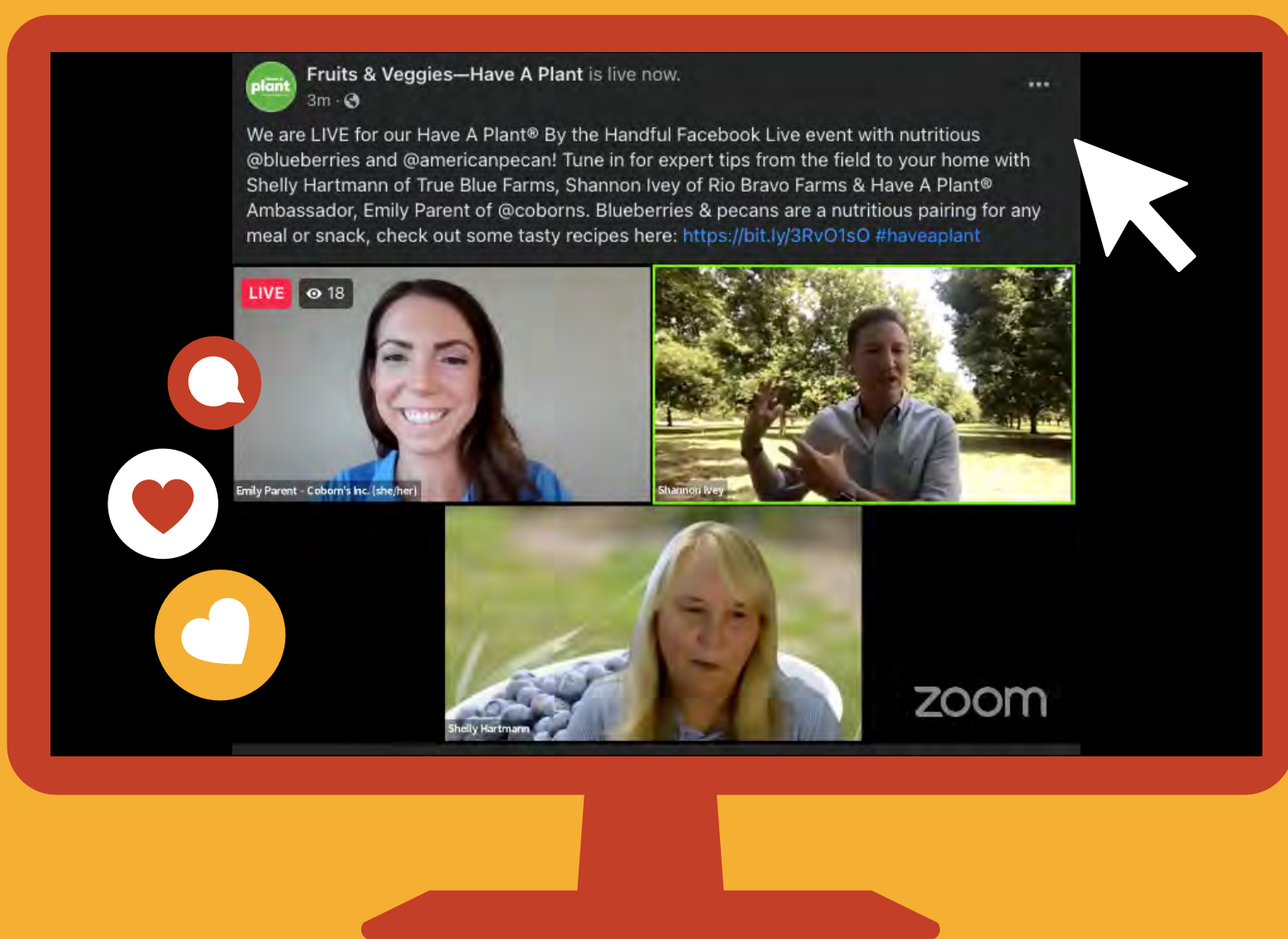
Rounding out this campaign, we've launched two articles on our German-language blog, as well as hiking content from our recent event. Additionally, paid social ads with our banana pecan bread recipe and hiking video have seen high engagement low costs per click (CPC).



ATTENDING THE TRI-STATE CONFERENCE & TPGA FIELD EVENT

The APC staff recently had the privilege of attending the annual Tri-State Pecan Conference in Alexandria, Louisiana, as well as the annual Texas Pecan Growers Conference and Trade Show in San Marcos, Texas! We had a great time meeting with industry members at both events and look forward to connecting with more of you in the months to come!

“HAVE A PLANT BY THE HANDFUL” FACEBOOK EVENT RECAP



We're thrilled to be partnering with the Produce for Better Health Foundation (PBH) and the U.S. Highbush Blueberry Council (USHBC) this summer in a Produce Pairing Promotion at Coborn's! By using omnichannel shopper engagement at this grocery chain, our goal is to increase awareness of the pecan across Coborn's shopper base and increase sales through an e-commerce campaign.

We also had a "Live from the Field" Facebook event on July 13 with a Coburn's dietician and a pecan and blueberry grower – garnering 284 total views for the event and an increase of 848 views a week later. Thank you to Shannon Ivey for being a phenomenal American Pecans representative and educating consumers about bringing pecans from farm to table. Check out the event here: [recorded event on Facebook](#).

JULY COUNCIL MEETING RECAP

Our APC members got to meet with the American Pecan Promotion Board (APPB) on July 27 at the Hilton DFW Lakes Executive Conference Center in Grapevine, TX, for their bi-annual meeting. At the meeting, APC voted on the budget for the 2022-2023 Fiscal Year. The next meeting is happening in October – stay tuned for more details!

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