

2019 - 2020 ANNUAL REPORT



3880 Hulen Street, Suite 650
Fort Worth, TX 76107



817-916-0020



info@americanpecan.com



www.americanpecan.com

TABLE OF

Introduction & Overview

| | |
|--------------------------------------|----|
| Message from Executive Director | 4 |
| Message from Chairman of the Council | 5 |
| Brief History of the FMO | 6 |
| Council Members | 10 |
| District Map | 12 |
| APC Staff | 13 |
| Statement of Financial Position | 14 |

FY2020 Consumer Marketing

| | |
|---------------------------------|----|
| Overview | 20 |
| The Pecan Thanks Everything Pie | 22 |
| The Superpowers of Pecans | 28 |
| Superfy Celebrations | 34 |
| Superfy Snacking | 38 |
| Looking Ahead for FY2020-2021 | 42 |
| Marketing Highlights | 44 |

CONTENTS

FY2020 Fiscal Year Industry Relations

- 52 Equipping the American Pecan Industry
- 53 Updates and Communications
- 57 Industry Toolkit and Resources
- 60 Looking Ahead for Industry FY2020-2021
- 62 In a Nutshell

Grades & Standards

- 76 Inshell and Shelled Meats Standards
- 77 Quality Assurance Program
- 80 Land IQ

Data & Statistics

- 106 Position Reports, Shipments and Inventory on Hand, Mexico Exports and Foreign Purchases, Destination Reports and Pecans Recieved from Own Account

Find Us Here

Message from the Executive Director

2019 – 2020 will go down in history as one of the most unique, and consequential moments in our lifetime. Considering what the industry has endured in the last three years is incredible, then add a pandemic to the mix, and all “norms” are thrown out the window. However, despite these challenges, the pecan industry saw a successful year. The year could be broken down into two segments. The pre-pandemic (October – March) and the beginning of the pandemic (March – September). With the implementation of the strategic plan and expansion of marketing activities in both domestic and international markets, the pecan industry saw success in several areas. These successes include increases in consumer awareness, consumption, and shipments, despite the challenges of the pandemic.

For the first time, pecans were the number one nut that consumers thought of in November of 2019, beating almonds. Additionally, pecans went from 12% to 32% top of the mind awareness. In three years, consumers were giving pecans top ratings. Additionally, for the first time, pecans were the number two nut on consumers’ minds in the fourth quarter of 2019. Pecans, for the first time beat walnuts, pistachios, and cashews. Consumption was up over 33% in one year and 12% since the federal marketing order begun. In short, the marketing order works!

Then, in March 2020, the industry and the world faced one of the greatest generational challenges – COVID-19. With a series of lockdowns, quarantines, food service and restaurant closings, the industry lost a significant market for their crop. However, consumers turned to more cooking at home, and looked for healthy snack alternatives. As a result, recipes and the APC website saw increased traffic and consumers were asking for more information. APC continued to push its digital marketing and advertising efforts and as a result, despite the pandemic, consumption was not lost but gained and shipments were still above the prior year.

Also, in 2019 – 2020, the APC reduced the number of required reporting forms and moved to an online reporting system. The new system is easier for the industry to report its monthly numbers, while providing a format for growers to see the shipments, inventory, and net position of the crop. Unlike other reports, the APC numbers

are audited and failure to report on time will cause actions to be taken by USDA. This reporting system has really assisted the industry on getting real numbers and keeps the industry on track in reporting correctly.

Additionally, the APC has mapped all pecan acreage in all 15 producing states, giving the industry an honest reporting of actual pecan acreage. This is state of the art satellite imaging of pecan orchards and gives the industry a real time perspective of actual acres of the industry.

to date, the Federal Marketing Order is working. Without these programs, market conditions could be much worse. However, the industry is resilient and rises to every challenge presented. The pecan industry is a patient, hardworking, family-oriented industry. Like all previous tests, the industry continues to become stronger through these times. On behalf of the American Pecan Council, and the American Pecan Council staff, I would like to present the 2019 – 2020 Annual Report. As always, it is a privilege to serve the pecan industry. Here is to a better and successful 2020 – 2021 season!

Sincerely,

Alexander J. Ott

EXECUTIVE DIRECTOR



Message from the Chairman of the Council



When I was in the sixth grade (a while ago), the principal began each day over the loudspeaker with a saying that was meant to make us think. Of all the sayings in my elementary school days, I remember only one, but it has rung in my ears more than once in days since. It is a reminder of not only how I look at myself but also how I view others and the circumstances around me.

"I complained about having no shoes until I met a man who had no feet."

The saying elicits a number of questions to me that only I can answer:

- Is my attention focused solely on me or others also?
- Am I a victim or a victor?
- Do I take for granted my blessings?
- Am I entitled or appreciative?
- Am I part of the problem or part of the solution?

Welcome to farming, specifically pecan farming, in recent seasons. How each of us has dealt with the circumstances within our industry determines, to a great deal, where our attitude is today.

In 2016, the U.S. pecan industry voted and took a bold step forward to begin an experiment to bootstrap the promotion of our commodity through a Federal Marketing Order. The national consumer audience had heard little about pecans other than pie at Thanksgiving and butter pecan ice cream. We chose to invest our own money, not tax-payer funds. We chose to employ a

full-time staff to go to work for us 12 months out of the year. We chose to hire professional marketing firms, qualified research contractors, and expert and experienced analytical firms – none of these efforts had been done before on this scale for pecans.

Those of us in southern and southwestern U.S., being quite familiar with pecans, did not fully realize the scope of the task ahead. When the professionals analyzed our markets, we soon came to understand that "AWARENESS" of pecans to the consuming public was our initial and biggest challenge.

With that wake-up call, the challenge has been largely met in three short years. In just one measure of that success,

Pecans are now the 2nd most recognized nut nationally (almonds are 1st) by consumers as measured by the national media. Before the American Pecan Council began the "Original Supernut" campaign, pecans ranked 5th behind almonds, cashews, walnuts, and pistachios.

Other challenges have come from outside the pecan industry. You know - I do not need to recount or remind you of them here. However, that "pocket-book reality" begs two questions –
1) How much farther down the economic road would our industry be had we not had these unexpected headwinds and
2) How much worse off would we be had it not been for our "bootstrap marketing" efforts initiated with investment from the FMO?

Now back to my introductory statement, with a somewhat introspective reflection:

"I complained about having no shoes until I met a man who had no feet."

"I complained about pecan prices until I met a man who had no market."

Without a crystal ball, I cannot answer either of the two questions posed above. What I can say with certainty, however, is this – no one is going to tell our story for us.

***We can either "let the future just happen to us",
or
We can "impact our future by being actively
involved to influence it."***

B. Michael Adams

CHAIRMAN OF THE COUNCIL



Our Roots...

A BRIEF HISTORY OF THE FMO

The American Pecan Council (APC) is a Federal Marketing Order (FMO) established under the Agricultural Marketing Agreement Act of 1937. It was established by a vote of the growers in November 2016. Every five years, the growers can vote to continue the APC, making it one of the purest forms of a local government the industry has at its disposal.

The APC is only one of 29 FMOs in the U.S. FMOs are voted in by the growers, and Council members are elected by the industry. The Council votes for its assessments, policies, standards, marketing, research, and budget. After five years, the growers, and only the growers, have the ability to vote to continue the FMO. Other government bodies do not have this type of local government aspect. The APC provides direct grower and industry input for the industry. Conversely, the APC is also an extension of the US Department of Agriculture (USDA). Meaning, we have a level of oversight that USDA provides in order to ensure certain aspects of the industry do not take advantage of other members of the industry. It also allows USDA to provide supervision, to ensure that the industry is following all necessary

"government speech" rules and regulations. Additionally, by allowing shellers to sit on the board, the APC can collect assessments from the handlers, placing less burden of paperwork on the grower while providing a surveillance mechanism to ensure that shellers are reporting the industry information properly and accurately. Failure to report correctly may result in penalties. This system of uniting growers, shellers, and accumulators makes the American Pecan Council the largest and broadest pecan body in the U.S. Additionally, with USDA oversight, it makes the APC government and provides the industry with a powerful tool.

1772

First U.S. planting of pecan trees took place in Long Island, New York.



1846

First time pecan trees were successfully grafted at the Oak Alley Plantation in Louisiana, which started the process of creating improved varieties or cultivars derived from native pecan trees.



1919

The pecan tree was declared the official state tree of Texas.



1982

Alabama designated the pecan as the official state nut.



2008

The pecan was declared the official nut of Arkansas.



2016

American Pecan Council was founded after the USDA approved a Federal Marketing Order for pecans.



... SO WHAT EXACTLY CAN THE APC DO?



These activities are permissible and required under the Federal Marketing Order. However, it should be noted that all activities, including promotion and messaging must follow all USDA rules and regulations and must be approved by the USDA. The Council sets priorities for each of these five areas and then establishes a budget for each section. All activities, once approved 12 by the Council, move to USDA review and approval to ensure that a specific group does not directly benefit solely on the activities approved or funded and that the activities meet both the FMO requirements and USDA rules and regulations. This oversight, as mentioned earlier, is the extra check and balance for the industry in order to ensure that the Council does not overstep its authority.

THE JOB DUTIES OF AN FMO

There are specific items that FMOs may do. The American Pecan Council is allowed to conduct the following activities:

- Domestic and International Promotion and Marketing
- Research
- Grades & Standards
- Compliance
- Data & Statistics



As mentioned earlier, FMOs are one critical tool in the toolbox. Without the FMO, standards, marketing and promotion, research, and data would go away. These activities that are now being conducted, are establishing for the first time, an opportunity for the industry to have transparency, and ultimately, have data to make critical marketing decisions. The FMO provides an opportunity for everyone to play by one fair set of rules for standards. Furthermore, the FMO provides an opportunity to unite the industry under one organization and one message, paving the way for everyone to work together toward a common goal: Increasing awareness and demand for pecans.

ACTIVITIES APC CANNOT DO

There are specific activities that the American Pecan Council may not conduct. These include:

- Set prices
- Lobby
- Buy or sell product
- Promote one company over another

These activities are not permissible under the FMO and will not be approved by USDA. However, other entities, associations, or "tools" have these abilities. Thus, they should be handled by other pecan organizations.



APC'S STRATEGIC VISION

"TO INCREASE
DEMAND FOR
AMERICAN PECANS
AND PROVIDE
INDUSTRY WITH A
PATH TO
SUSTAINABLY
GROW
PROFITABILITY
ACROSS THE VALUE
CHAIN."

COUNCIL

AMERICAN PECAN COUNCIL

Marketing Order No. 986
4-Year Term Ending July 31, 2020
2016-2020

EXECUTIVE DIRECTOR

Alexander J. Ott

CHAIRPERSON

B. Michael Adams

GROWER REPRESENTATIVES

| MEMBERS | ALTERNATES |
|-----------------------|---------------------|
| Eastern Region | |
| Buck A. Paulk | Angie S. Ellis |
| Trent Mason | Randy Hudson |
| Molly Willis | Claire Powell |
| Central Region | |
| Mike Adams | Jennifer Ivey |
| Michael L. Spradling | Lalo Medina |
| Billy Scott Landgraf | Mike Montgomery |
| Western Region | |
| Louie J. Salopek | Frank P. Salopek |
| G.L. Straley | Leslie L. Daviet II |
| Phillip Arnold | John Heuler |

MEMBERS

SHELLER REPRESENTATIVES

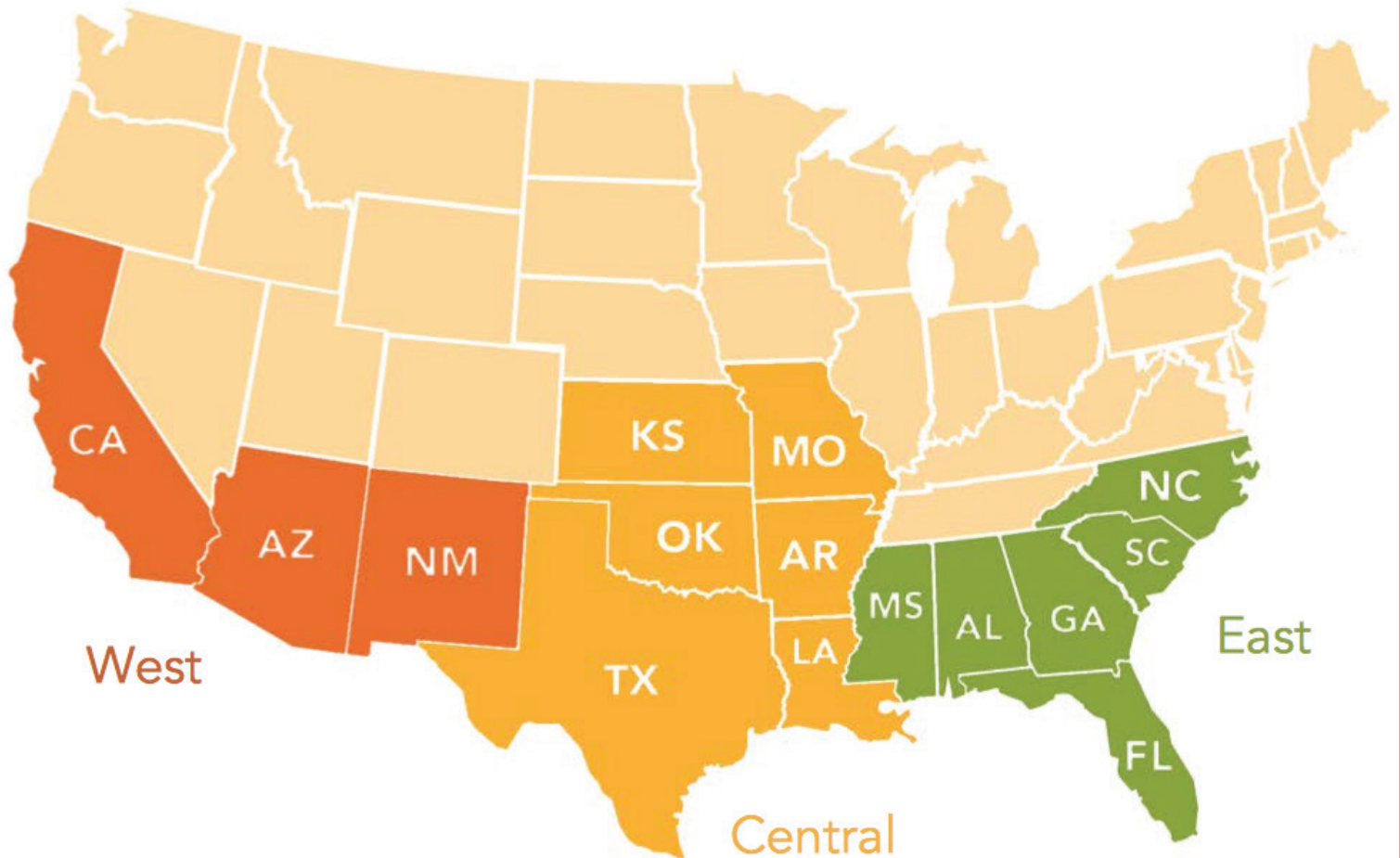
| MEMBERS | ALTERNATES |
|----------------------------|------------------|
| Eastern Region | |
| Jeff Worn | Adam C. Harrell |
| Lawrence Willson | Kenny Tarver |
| Central Region | |
| Daniel J. Zedan | Steve Zaffarano |
| William D. "Dan" York, Jr. | Rickey Jones |
| Western Region | |
| Bruce Caris | Deborah E. Ralls |
| Sonja Roeder | Blake Houston |

AT-LARGE MEMBERS

| MEMBERS | ALTERNATES |
|----------------------|----------------|
| Accumulator | |
| J.B. Easterlin | Chad Selman |
| Public Member | |
| Vacant | Ronald P. Hays |

3

REGIONS



15

STATES

APC STAFF

EXECUTIVE DIRECTOR

Alexander J. Ott

aott@americanpecan.com

OPERATIONS MANAGER

Deborah Barnett

dbarnett@americanpecan.com

DIRECTOR OF MARKETING & REGULATORY AFFAIRS

Jeff Smutny

jsmutny@americanpecan.com

ASSISTANT DIRECTOR OF MARKETING & INDUSTRY RELATIONS

Julianna Keck

jkeck@americanpecan.com

DIRECTOR OF INDUSTRY RELATIONS

Emma Garner

egarner@americanpecan.com

INDUSTRY RELATIONS ASSISTANT

Kristi Mosquera

kmosquera@americanpecan.com

STATEMENT OF FINANCIAL POSITION:

FISCAL YEAR ENDED SEPTEMBER 30, 2020

ASSETS

Current Assets:

| | |
|---------------------------|-------------|
| Cash and Cash Equivalents | \$5,060,954 |
| Accounts Receivable | \$631,375 |
| Prepaid Expenses | \$92,181 |

| | |
|----------------------|-------------|
| Total Current Assets | \$5,784,510 |
|----------------------|-------------|

Fixed Assets:

| | |
|--------------------------------|----------|
| Property, Plant and Equipment | \$39,350 |
| Less: Accumulated Depreciation | (18,161) |

| | |
|--------------------|----------|
| Total Fixed Assets | \$21,189 |
|--------------------|----------|

Other Assets:

| | |
|------------------|---------|
| Security Deposit | \$5,875 |
|------------------|---------|

| | |
|--------------------|---------|
| Total Other Assets | \$5,875 |
|--------------------|---------|

| | |
|----------------------|--------------------|
| TOTAL ASSETS: | \$5,811,574 |
|----------------------|--------------------|

LIABILITIES

| | |
|------------------|-----------|
| Accounts Payable | \$411,061 |
|------------------|-----------|

| | |
|---------------------------|-----------|
| Total Current Liabilities | \$411,061 |
|---------------------------|-----------|

| | |
|---------------------------|------------------|
| TOTAL LIABILITIES: | \$411,061 |
|---------------------------|------------------|

NET ASSETS

| | |
|---------------------------|-------------|
| Without Donor Restriction | \$5,400,513 |
|---------------------------|-------------|

| | |
|------------------|-------------|
| Total Net Assets | \$5,400,513 |
|------------------|-------------|

| | |
|---|--------------------|
| TOTAL LIABILITIES AND NET ASSETS | \$5,811,574 |
|---|--------------------|

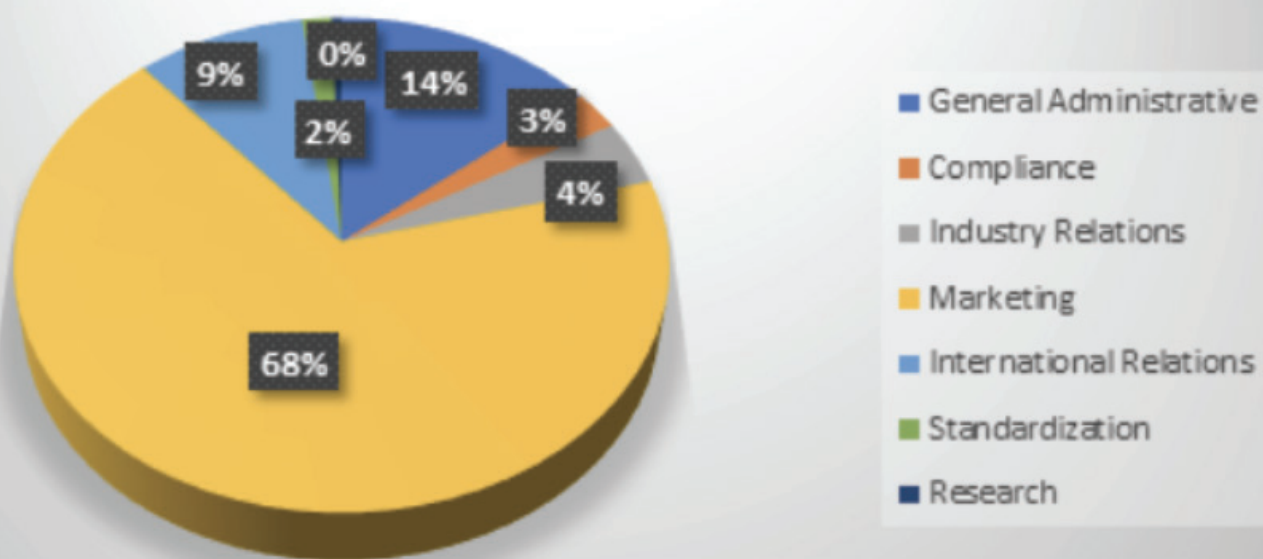
STATEMENT OF EXPENSES 2019-2020

EXPENSES

| | |
|-------------------------|-------------|
| General Administrative | \$1,043,618 |
| Compliance | \$188,637 |
| Industry Relations | \$314,346 |
| Marketing | \$4,987,783 |
| International Relations | \$677,210 |
| Standardization | \$116,710 |
| Research | \$40,000 |

TOTAL ASSETS: **\$7,368,304**

STATEMENT OF EXPENSES 2019 - 2020



REVENUES **\$7,502,036**

EXPENSES **\$7,368,304**

NET ASSETS ENDING **\$5,400,513**

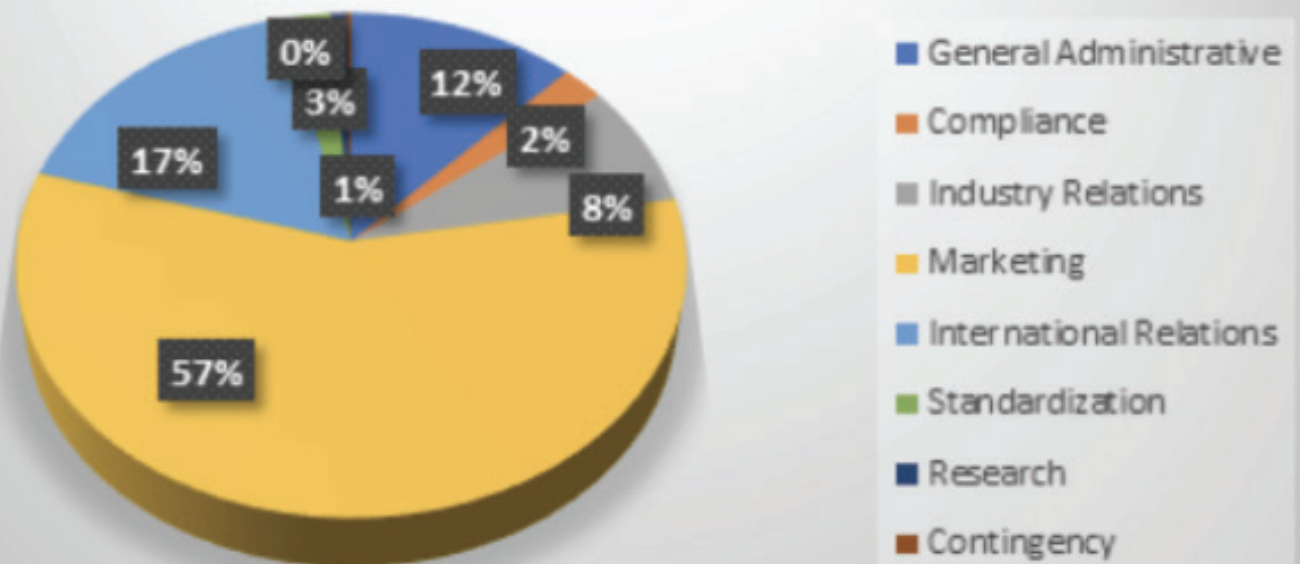
APPROVED BUDGET EXPENSES 2020-2021

EXPENSES

| | |
|-------------------------|-------------|
| General Administrative | \$1,425,000 |
| Compliance | \$266,000 |
| Industry Relations | \$925,400 |
| Marketing | \$6,715,000 |
| International Relations | \$1,968,000 |
| Standardization | \$315,108 |
| Research | \$100,000 |
| Contingency | \$26,892 |

TOTAL: **\$11,741,400**

Approved Budget Expenses 2020 - 2021



REVENUES **\$11,741,400**

EXPENSES **\$11,741,400**

NET ASSETS ENDING **\$5,400,513**

FY2020 CONSUMER MARKETING



OVERVIEW

In FY2019-2020, we faced headwinds as an industry, as well as global economic volatility due in large part to the coronavirus pandemic. Even so, American Pecans saw tremendous growth and momentum from our national consumer marketing efforts, thanks to a strategic, flexible approach and continued optimization. We remain steadfast in our commitment to use industry dollars efficiently and effectively.

Our strategic plan – developed in partnership with Boston Consulting Group – confirmed American Pecans could successfully leverage health messaging, nutrition research, and snacking as a frequent occasion. Research also showed that while we continue to win on flavor as the tastiest nut, most consumers didn't yet view us as a healthy choice.





Our FY2019-2020 marketing plans were informed by this research, as we focused in on the characteristics of pecans most likely to drive pecan purchase. After successfully raising pecan awareness and share of voice among media and social conversation with previous marketing efforts, our goal was to focus on messages that would drive purchase – namely, pecans’ health benefits.

We set out to combat the perception of pecans as an indulgent nut and to celebrate all of the tasty nutrition American Pecans have to offer. We evolved our “Superfy” concept – which showed the versatility of pecans in FY2018-2019 – to reach our target audience of Gen X/Y moms. To more effectively engage them, we began “hypertargeting” them with our social content.

This involved dividing our Gen X/Y moms into smaller groups defined by their priorities and

behavior, such as those who enjoy working out or prefer plant-based meals. This hypertargeting allowed us to tailor-fit advertising to our audience, ensuring that industry dollars worked to deliver the right content to the most receptive audience.

This year’s successes relied on flexibility, as the impact of the COVID-19 global pandemic fundamentally altered the way that consumers – including our target – lived, worked, and fed themselves and their families. While challenging, it was in these early and uncertain months of the pandemic that the power and flexibility of modern, digital marketing was truly revealed for pecans. We were able to modify, customize, and monitor our original plan to connect with current cultural trends, leverage new food and nutrition preferences that worked in our favor, and ensure we did not waste any dollars combatting the unexpected.

THE PECAN THANKSEVERYTHING PIE

(October-December 2019)



We kicked off FY2019-2020 with a bang, starting with the Pecan ThanksEverything Pie campaign – an attention-catching, seasonal showstopper that stood out amidst an ocean of similar holiday recipe marketing efforts. Pecans are top-of-mind during the holidays for many people, but they are

most often associated with sweet treats like pecan pie. Determined to show consumers that pecans belong not only in the dessert, but rather in every dish on the holiday table, we introduced the Pecan ThanksEverything Pie – an entire holiday meal in one pie.

Pecan-packed Pie is Brought to Life

To bring our idea to life, we enlisted the help of sisters Emily and Melissa Elsen, pie experts and owners of nationally renowned Four & Twenty Blackbirds pie bakery in Brooklyn. Hailing from a farming family, the sisters created original recipes and masterminded the construction of our wonderfully absurd, yet delicious, creation. The result was an eight-piece pie, with each slice representing a different holiday dish, and all featuring pecans as the star ingredient.

An integrated marketing campaign introduced the Pecan ThanksEverything Pie – and its delicious holiday recipes – to America. We developed a “hands and pans” recipe video – which provided overhead views showing construction of the entire pie from start to finish – as well as long form videos and captivating images. To capture the attention of a large audience primed to cook for the holidays, we created a robust paid social media campaign, amplifying the reach and engagement of our creation.



The Elsen sisters created four brand new recipes that we featured on AmericanPecan.com. The twists on old favorites showcased the versatility of pecans: Mac and Cheese with Pecan Breadcrumbs; Roasted Veggies and Potato Mash with Toasted Pecans; Squash, Pecan and Sausage Stuffing; and Turkey Pot Pie with Pecan Crust.



Mac and Cheese with Pecan Breadcrumbs



Squash, Pecan and Sausage Stuffing



Roasted Veggies and Potato Mash
with Toasted Pecans



Turkey Pot Pie with Pecan Crust

Show-stopping Creation Draws National Media Attention

To show off our extraordinary holiday dish to influential media, we hand-delivered pies and pecan inspiration to 10 top food and recipe editors from national publications our Gen X/Y mom target read. During these deskmate meetings in Manhattan, we discussed the potential of pecans, the creation of the pie and the story of American Pecans.

We also distributed an article "Reinvent your holiday meals using one simple ingredient" to hundreds of media outlets nationwide, further supporting the campaign across local newspapers and online. The article shared our new recipes from the Pecan ThanksEverything Pie, emphasizing how pecans go beyond pecan pie. The feature ran in print and online news outlets like the *Los Angeles Times*, *Houston Chronicle*, *SF Gate*, *Chicago Tribune* and more.

Los Angeles Times

HOUSTON★CHRONICLE

SFGATE

Chicago Tribune

Reinvent your holiday meals using one simple ingredient



(BPT) - The holiday season is upon us, bringing opportunities to whip up delicious, crowd-pleasing dishes for all occasions, from party appetizers to a family dinner spread. This year, make your celebrations the best yet with fresh takes on your favorite festive recipes.

While pecan pie may be a staple of your holiday feast, American Pecans can go far beyond the pie. Naturally sweet, buttery and crunchy, The Original Supemut™ has a place in every course and is the multi-tasking must-have ingredient this holiday season. Adding a bag of pecans to your shopping list amps up the flavor of your most beloved dishes — whether as a textured crumble atop macaroni and cheese or making mashed potatoes more robust.

Of course, no holiday table is complete without a signature slice of pecan pie — and as the only major tree nut native to North America, pecans are the most American way to end your celebration. To further spread the holiday cheer, purchasing and cooking with American Pecans supports American grower and sheller families.

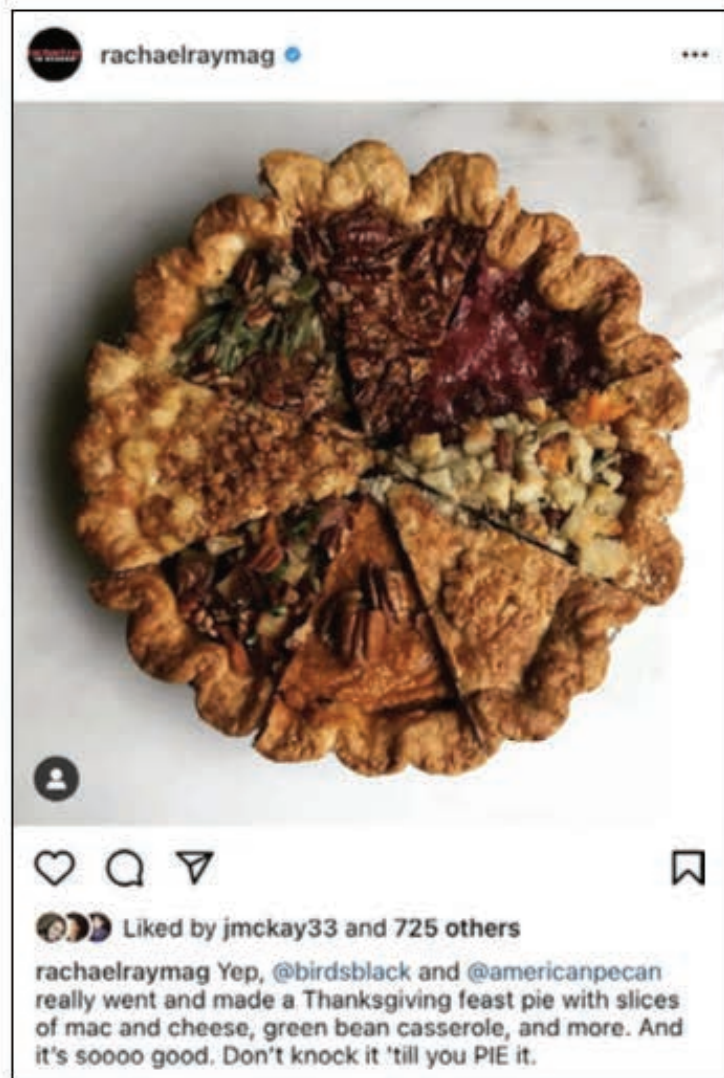
These recipes are courtesy of sisters Emily and Melissa Eisen, owners and founders of Four & Twenty Blackbirds pie bakery in Brooklyn. Discover more holiday recipes at AmericanPecan.com/ThanksEverything.



delish

Reader's
Digest

BEST



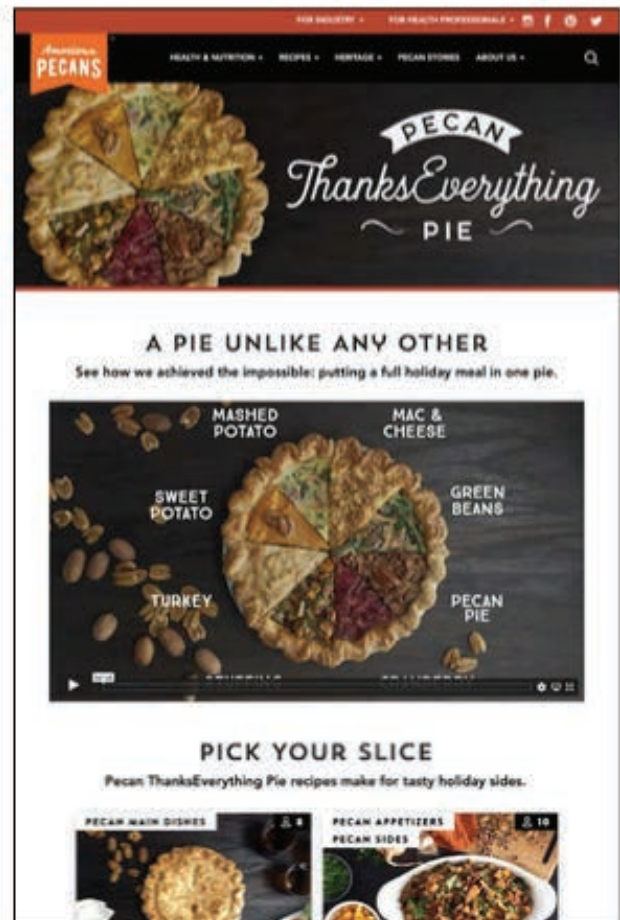
Pecan Partners Andie Mitchell, Kelsey Preciado, and Dale Gray developed and shared their own delicious pecan recipes for their followers to enjoy over the holidays. Six recipes across the three influencers drove more than 1,600 organic clicks and collected more than 10K engagements, 4.15 percent above Instagram engagement rate.

Our eye-catching creation drew national media attention, generating coverage in high priority outlets, popular with our target audience, such as *Taste of Home*, *Delish*, *Reader's Digest* and *Best Products*, resulting in more than 80 million impressions. Editors at *Rachael Ray Every Day*, *Good Housekeeping*, *Real Simple* and *Food Network* also shared photos of the ThanksEverything Pie on their social media channels while highlighting ways to incorporate pecans into holiday meals.

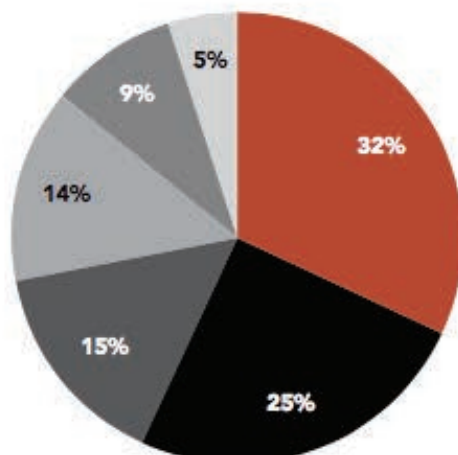
Creative Campaign is a Holiday Success Story

Our exciting creative content and robust paid social media support captured consumer interest, while our influencer partnerships delivered pecan recipes to more than one million foodies seeking holiday inspiration. The combination of editorial and social media tactics drove consumers to explore AmericanPecan.com and our recipes, resulting in 289.2 thousand views of the Pecan ThanksEverything Pie landing page and recipes, and the highest number of monthly visitors at the time.

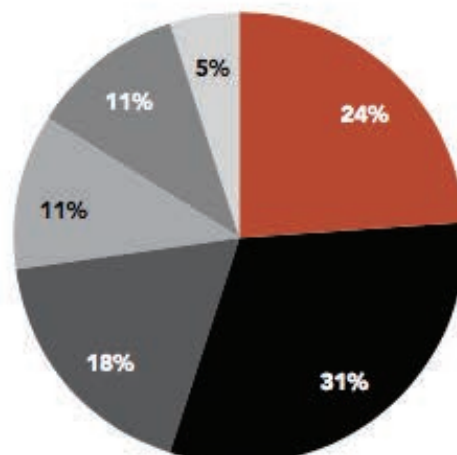
Ultimately, pecans claimed the largest share of voice* for November and was second throughout the entire quarter. We closed the gap with almonds to attain the number one holiday share of voice (November 1 – December 31) – separated by one percentage point, versus nine percentage points during the 2018 holiday season. This was one of our most successful campaigns to date and showed consumers that pecans are a must-have ingredient for all your holiday recipes.



November 2019



Q1 FY20 (Oct – Dec 2019)

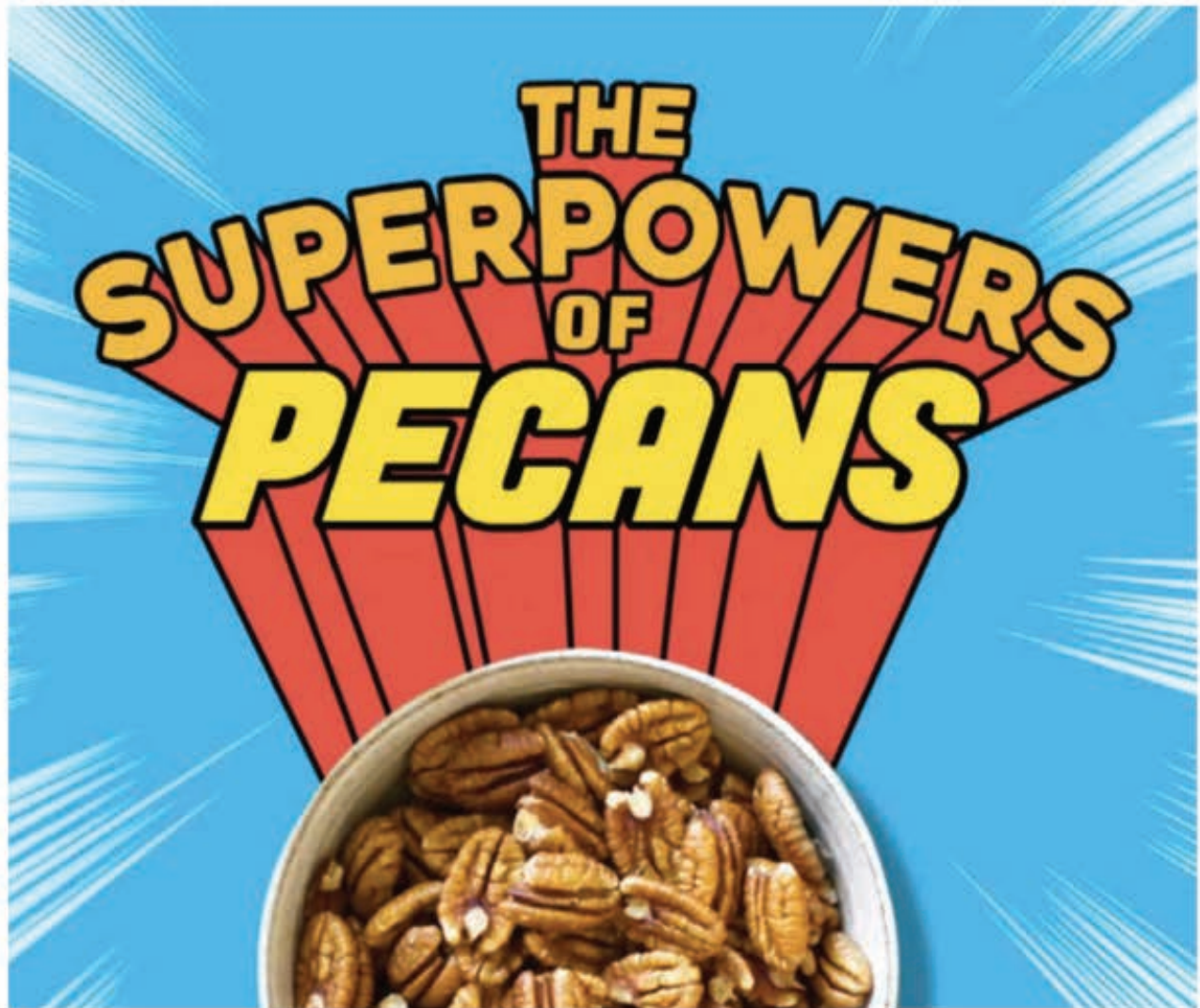


■ Pecans ■ Almonds ■ Walnuts ■ Pistachios ■ Cashews ■ Hazelnuts

*SHARE OF VOICE (SOV): Mentions of 'Pecans' in traditional media (earned media) coverage online compared to competing nuts.

THE SUPERPOWERS OF PECANS

(January-March 2020)



Coming off of a mashed-up, delicious, and decidedly more indulgent season, American Pecans kicked nutrition messaging into high gear during a time when health is top-of-mind for most consumers – the peak of New Year’s resolutions. But with the surplus of nutrition and fitness brand campaigns around this time period, we knew it could be difficult to stand out.

We noticed that most competing content during the beginning of each year focused on traditional food photography. While visual storytelling has become increasingly important in the digital era, we wanted to stand out from the sea of beautiful, albeit similar, recipe photos. Recent blockbusters like *Captain Marvel* and *Avengers: Endgame* made superheroes a big part of American culture – and as The Original Supernut™, we had a natural lead-in.

Pecans are Infused with Pop Culture

The Superpowers of Pecans campaign broke through the clutter by tapping into the superhero pop culture phenomenon to highlight the superfood qualities of The Original Supernut in a fun and approachable way. We partnered with a professional illustrator to ensure all visual content reflected the style of classic comic strips.



The Original Supernut starred in a series of superhero-themed recipe images and videos highlighting pecans' health-promoting superpowers and their superior taste. In order to grab media attention, we developed a visually compelling, custom infographic that emphasized how pecans are perfect for the lifestyles of today's busy families. Media gravitated toward the infographic, and it was published more than 1,000 times in online and print newspapers nationwide.

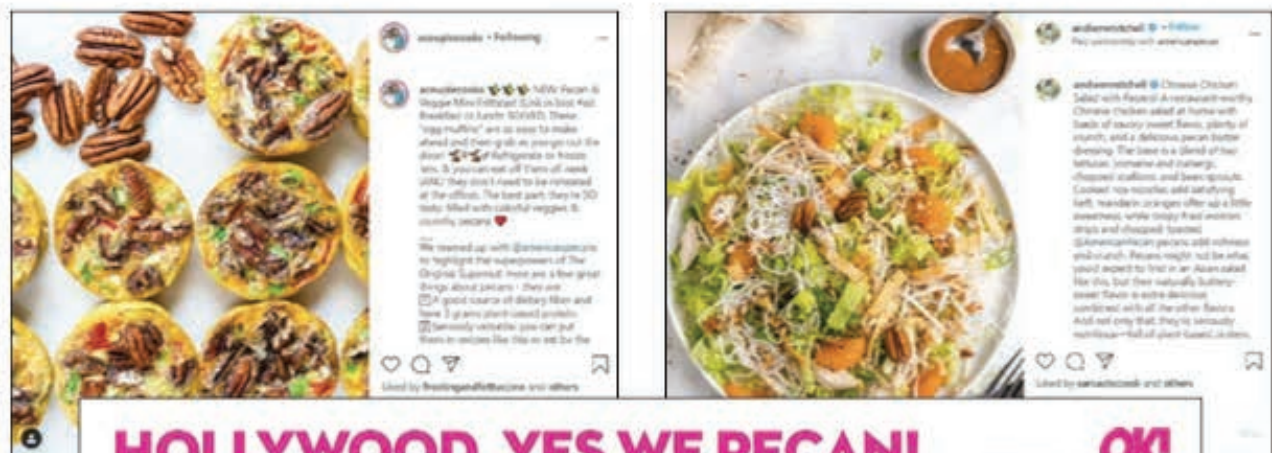


"Heart healthy" is an FDA qualified claim: Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pecans, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease.

Digital Content and Partnerships Drive Effective Results

We partnered with influencers and bloggers who create plant-based and healthy dishes to share super powered recipes with their loyal followers. Well-known vegetarian influencers A Couple Cooks shared pecan recipe inspiration and usage tips through a feature article in *OK! Magazine*, as well as the entertainment publication's website and social media. With the help of paid support, Pecan Partner Andie Mitchell's Instagram post reached 32,000 viewers.

In the midst of the campaign, the COVID-19 pandemic shook up the world – but American Pecans adapted quickly. While many brands paused social campaigns, we promoted content that was relevant to the increasing numbers of families who were cooking and baking at home, and looking for recipe inspiration. As consumers spent more time at home on social media and fewer brands competed for social media advertising, we captured strong results at a significantly lower cost. Our paid Facebook and Instagram costs netted at \$1.62 and \$1.36 respectively, well below our target range of \$3.00 to \$3.50.



HOLLYWOOD, YES WE PECAN!

Sponsored

OK!

This month, we're all about celebrating the hearts we love – and taking care of our own too! In celebration of American Heart Month, stock your pantry with **American Pecans**, the heart-smart* nut that packs a nutritional punch! In each 1-ounce serving, you'll get 12 grams of "good" monounsaturated fat* with zero cholesterol or sodium, plus plant-based protein, fiber and essential minerals. So whether you're looking for energy to power you through a busy day at the office or juggling multiple after-school schedules, The Original Supernut™ is your ultimate sidekick.

There are many simple and delicious ways pecans can amp the nutrition of your favorite meals and snacks. Influencer duo **Sonja and Alex Overhiser**, known for their award-winning plant-based food blog *A Couple Cooks* and authors of *Pretty Simple*

Cooking, make glazed pecans by heating them in a hot pan with a dash of maple syrup! They add the perfect crunch to salads and are a nutrient-packed treat for kids.

Whether toasted and finely chopped into a breadcrumb substitute for chicken, pork or fish, sprinkled atop oatmeal, mixed with granola or blended into smoothies, just 19 halves, or one handful, is also an excellent source of copper and manganese – a mineral that's essential for metabolism and bone health.

To start your day with a punch of protein, Sonja and Alex recommend making a pecan breakfast frittata – a vegetarian make-ahead breakfast that can be popped into a muffin tin and refrigerated for busy mornings. Or make a larger version in a skillet for a quick weeknight supper. For this delicious recipe and many more, visit **AmericanPecan.com**.



*According to the U.S. Food and Drug Administration, Scientific evidence suggests but does not prove that eating 15 sources per day of most nuts, such as pecans, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of pecans (28g) has 19g unsaturated fat and only 2g saturated fat.

Traditional Earned and Paid Media Promote Healthy Living

Our media relations efforts focused on educating Americans on the nutrition benefits of pecans and offering quick, easy ways to incorporate them into daily eating. In addition to reeling in media using the infographic, we also secured several articles in outlets like *The Washington Post* and *BuzzFeed* about savory ways to cook with pecans and their nutritional benefits. Pecans' share of voice was in the top three, behind almonds and walnuts, beating our fourth place standing among competing tree nuts for the same time period in 2019.

The Washington Post

Spicy pecan rice transforms pork chops into a one-pan comfort food



A scoop of well-spiced, warm rice is comfort food to me. I'll eat it by the heap especially when I'm seeking solace in a plate or bowl. I know I'm not alone.

Rice is part of so many comfort foods, from sweet Southern puddings and non-Asian congees to seafood-filled Spanish paellas and slow-cooked Italian risottos.

The grain serves as a neutral starting point for building out a dish that not only tastes good, but also helps you cut food waste by using ingredients you have on hand. (How many times have I made fried rice with a few near-wilting scallions, leftover chicken and that last nub of ginger? Many times.)

That's why I love this recipe for Skillet Pork Chops with Spicy Pecan Rice. The peppery kick from serrano peppers, cayenne and ginger. You can tone that down cutting the amounts but keep at least a bit of the ginger for flavor. Carrots give and nutrients and pecans a rich nuttiness and crunch.

I found a recipe online that was similar to this and then continued to tinker until I got it the way I liked it. Feel free to do the same. Sub out the carrots for corn, green beans or other vegetables you like or have on hand. Same with the nuts, rather walnuts or almonds, use those. No fresh peppers? Add crushed red pepper heat.

To speed up the cooking process and give the rice a flavor boost, the grain is pre-cooked in a microwave with a couple of whole cloves of garlic and a bay leaf. Then, I massaged the garlic cloves and stir them into the rice.

Then, I quickly sear thin-cut chops in a large skillet. I remove the chops and add the parboiled rice to that skillet with the seasoning, carrots and nuts. The chops are placed on top of the rice, a bit of broth is added and the whole thing cooks covered for another 10 minutes.

The preparation gives those notoriously lean chops a shot at being roaster, too.

If you want a bit of luxuriousness and aren't concerned with the extra fat or calories, make a compound butter with parsley. Put a dollop of that on top of each chop while it is good and hot.

Skillet Pork Chops and Spicy Pecan Rice Active: 35 minutes | Total: 45 minutes

BuzzFeed

24 Quick And Easy Vegan Instant Pot Recipes

From easy to make recipes for pasta and soup, to more creative finds like tacos, here's some inspiration.



by WHITNEY JANKOVIC
BuzzFeed Staff

7. Stuffed Bell Peppers

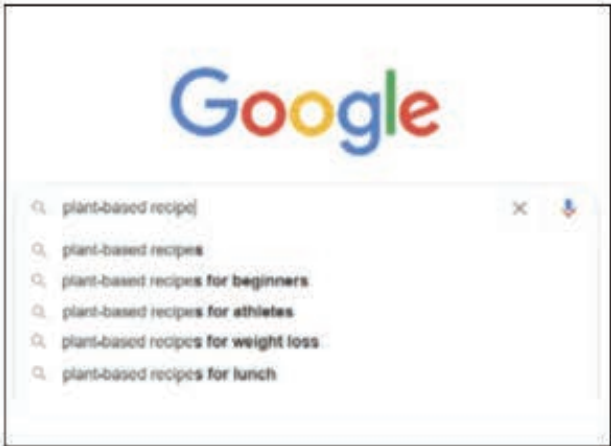


Hungry? Missing this part? /> [pushingtheenvelopeforhans.com](#)



As long as you have the steamer/grate attachment for your Instant Pot, this recipe for stuffed peppers is a breeze.

Successful paid social and search efforts drove site visitors to the custom Superpowers landing page of our website, and snackable and savory recipe content, which garnered nearly 79,000 page views and exceeded our campaign goal. Consumer interest in plant-based foods continued to grow, and related search terms drove the highest volume of clicks to the website during the quarter. The success of plant-based content and engagement with veggie-minded consumers continues to be an area of opportunity as we develop future strategies.



A screenshot of a website landing page titled "THE SUPERPOWERS OF PECANS" by American Pecans. The page features a comic book-inspired design with a blue and red background and yellow starburst shapes. The main heading is "THE SUPERPOWERS OF PECANS". Below it, a subheading reads "A NUTRITION SUPERHERO". A paragraph of text describes the "Original Supermut" as a "nutrition powerhouse". Another subheading says "SHOW ME THE SUPERPOWERS". Below this, a paragraph encourages visitors to explore the "Original Supermut's superpowers". The page displays four comic book-style panels, each representing a superpower: "FILLING DIETARY FIBER", "PLANT-BASED PROTEIN!", "MANGANESE FOR METABOLISM HEALTH!", and "HEART-HEALTHY HI-YAH!". Each panel includes a small image of a pecan.

SUPERFY CELEBRATIONS

(April-June 2020)



Moving into the back half of FY2019-2020, we had planned to talk about pecans as an all-star ingredient for both one's biggest celebrations and everyday occasions and inspire consumers to super-fy their favorite seasonal dishes by adding pecans. However, due to stay-at-home orders and social distancing mandates related to COVID-19, we changed the tone of our plan to be more applicable to the smaller, at-home lifestyles consumers were experiencing.

SUPER-FY
CELEBRATIONS

Pecans Stay Relevant and Meet Consumer Needs

Social media's flexible and agile nature allowed us to shift our messaging and successfully promote pecans in a way that was relevant to life in 2020. Instead of encouraging consumers to use pecans for their biggest celebrations, we showcased pecans as a way to make any occasion – even small or virtual – feel more special. We also showcased trending recipes, such as Pecan Banana Bread and other breakfast foods, which were skyrocketing in popularity as people worked and learned at home.

Learning from our Superpowers of Pecans campaign success, we promoted pecans' plant-based protein and other nutrients. Our cost-efficient social media advertisements, plus continued consumer and editorial interest in plant-based options, garnered substantial earned and paid social media impressions that surpassed campaign goals.



Plant-Based Protein Proves its Popularity

To further insert American Pecans into the plant-based conversation, we wrote and released “Plant-Based Twists to Classic Summer Dishes,” an article which highlighted at-home entertaining options and emphasized the versatility and nutrition of pecans. It ran more than 2,500 times in print and online outlets, including *USA Today* and the *Minneapolis Star Tribune*. Additionally, we promoted National Pecan Month in April in a broadcast segment that talked about the history, heritage and health benefits of pecans and reached more than 36,000 local viewers in College Station, Texas.

Plant-based twists to classic summer dishes



(NewsUSA) – With people more focused on wellness and days, interest in a plant-based diet is hotter than ever. On in on the trend: Pair summer produce with simple ingredie a dish the whole family will enjoy.

Pecans are a versatile ingredient and are naturally sweet crunchy texture. As each one-ounce serving of the nuts o fiber and protein, essential vitamins, minerals and heart-h pecans also happen to be one of the tastiest ways to elev any recipe.

In fact, according to the U.S. Food and Drug Administratio evidence suggests, but does not prove, that eating 1.5 ou most nuts – including pecans – as part of a diet low in sat cholesterol may reduce the risk of heart disease. A one-o pecans has 18g unsaturated fat and only 2g saturated fat nutritious crunch to this Mediterranean Pecan Pasta Sal Grilled Cauliflower Steaks with a nutty and nutritious pec more delicious recipes at AmericanPecan.com.



National Pecan Day in a nutshell



April 14 is National Pecan Day!

According to the American Pecans website, the pecan is “the only major tree nut indigenous to America, with a storied history among Native Americans and early settlers.”

“Wild pecans were a staple in the diets of Native Americans, who originally referred to them as *pecanies* and relied on their nourishing kernels as a major food source in the fall months.”

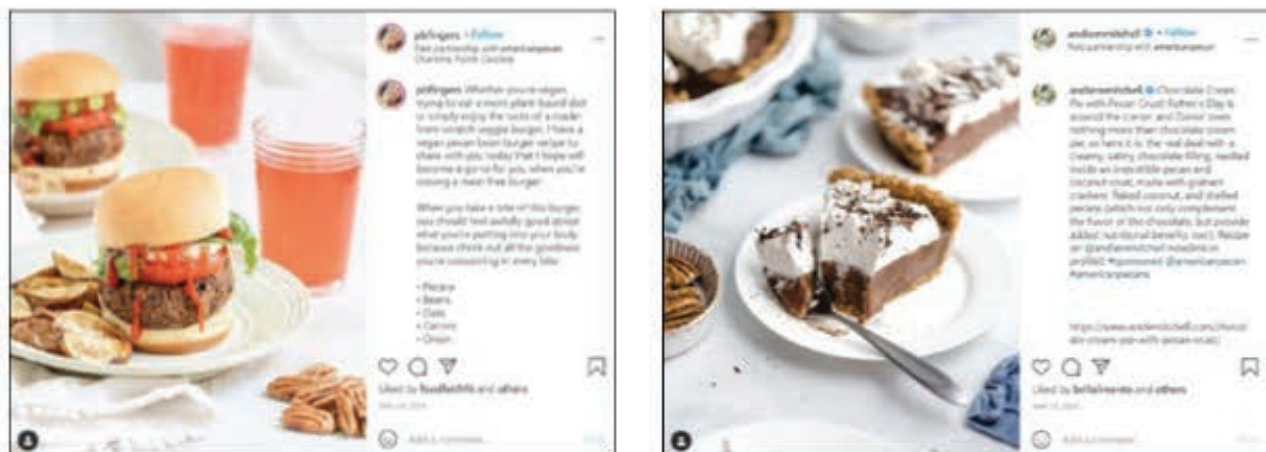
The nut is also important to Texas, as the pecan tree is the state tree, according to Royalty Pecan Farms Orchard Manager, Andy Sherrod.

From phytonutrients to antioxidants to proteins to fibers and much more, this little nut is packed with major health benefits, according to the American Pecans website.

We also tested new tactics such as Instagram Stories to share plant-based recipes. These Stories successfully reached and engaged our target audience and made up more than 60 percent of our campaign impressions and 51 percent of link clicks. In total, we surpassed our impressions goal by 517 percent.



Pecan Partners Andie Mitchell and Julie Fagan saw success on Instagram with their springtime content that discussed family-friendly uses of pecans. Andie's nutritious twist on Chocolate Cream Pie with Pecan Crust was a top performer, while Julie's Vegan Pecan Burger was a plant-based favorite among her followers – further confirming that consumers are looking for on-trend, nutritious options.



SUPERFY SNACKING

(July-September 2020)

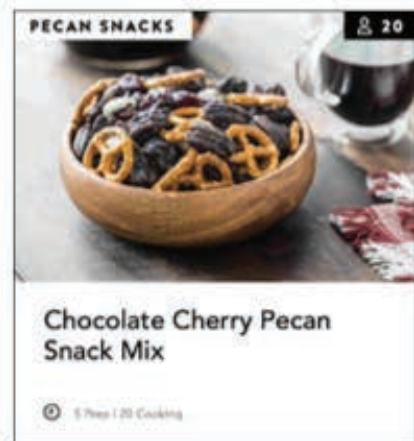
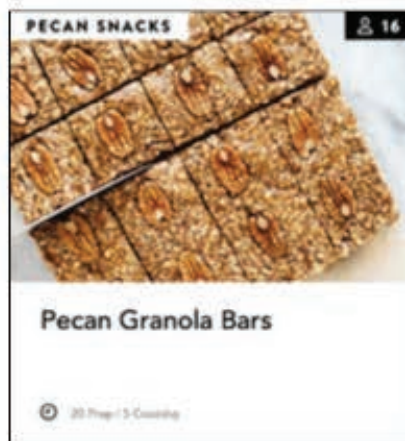
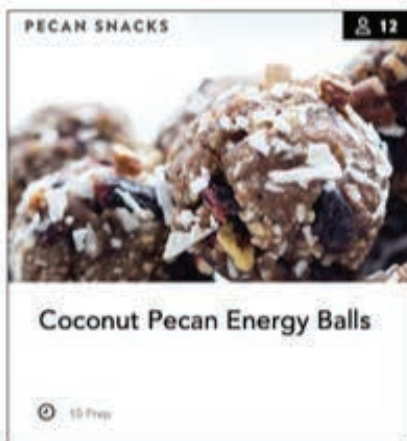
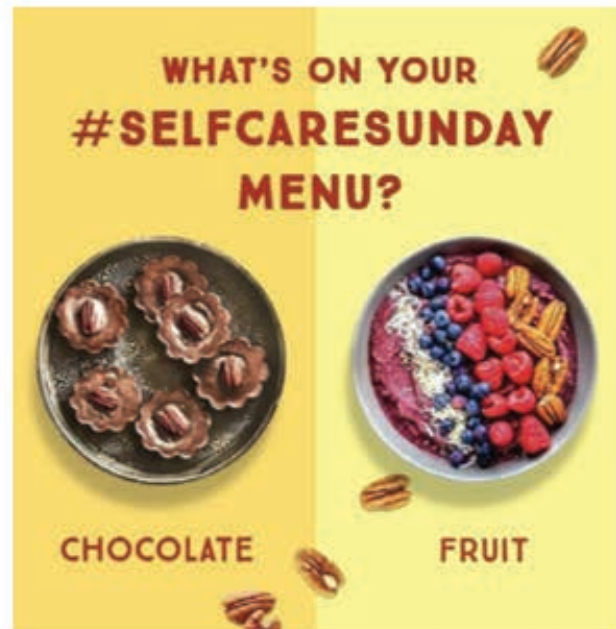
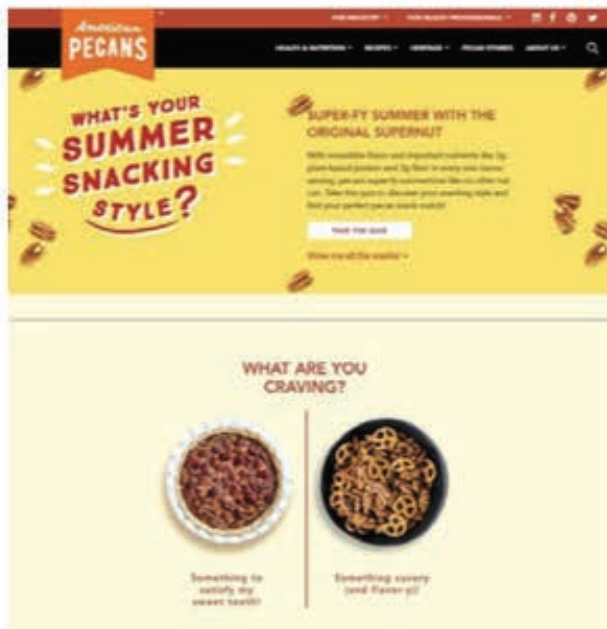


To wrap up FY2020, we continued to promote pecans for everyday use, but we shifted from pecans as a celebratory, special-occasion ingredient to the perfect ingredient for snacking – a consumption trend that reached new heights during the response to stay-at-home orders during COVID-19.

SUPER-FY
SNACKING

Snacking Skyrockets While Consumers Stay at Home

Based on changing consumption trends that amplified the snacking opportunity identified in our strategic planning, we knew audiences would enjoy our snack-focused content. But to kick our engagement up a notch, we launched “What’s Your Snacking Style?” an interactive quiz on AmericanPecan.com that featured a variety of our most delicious snack recipes. We promoted the quiz on social media, driving more than 33,000 visitors to the website to take the quiz and find new recipe inspiration. Additionally, 20 percent of quiz takers were enticed to stay on the site even longer to explore more ways to use pecans.



During our Superfy Snacking campaign, we tapped multiple earned media channels to better reach our audience at different parts of her pecan education and purchasing journey. Registered Dietitians Mia Syn and Michelle Dudash appeared on local morning television shows and featured kid-friendly pecan “snackactivities” – perfect for families staying at home and practicing virtual e-learning with their kids. Their segments aired in five key markets across the country, reaching nearly one million viewers.



Sponsored content in Kroger's in-store magazine, *Live Naturally*, inspired an editorial article about the nutrition power of The Original Supernut. It was available to shoppers in more than 530 stores nationwide and was included with newly popular to-go grocery orders. We also saw a cluster of coverage around pecan snacks, including mentions in national outlets such as *Real Simple* and *Delish*, along with nutrition-focused recipe placements in top local publications like the *Houston Chronicle* and *Chicago Sun-Times*. As a result of this fantastic media attention, pecans broke into second place in share of voice this quarter, behind almonds.

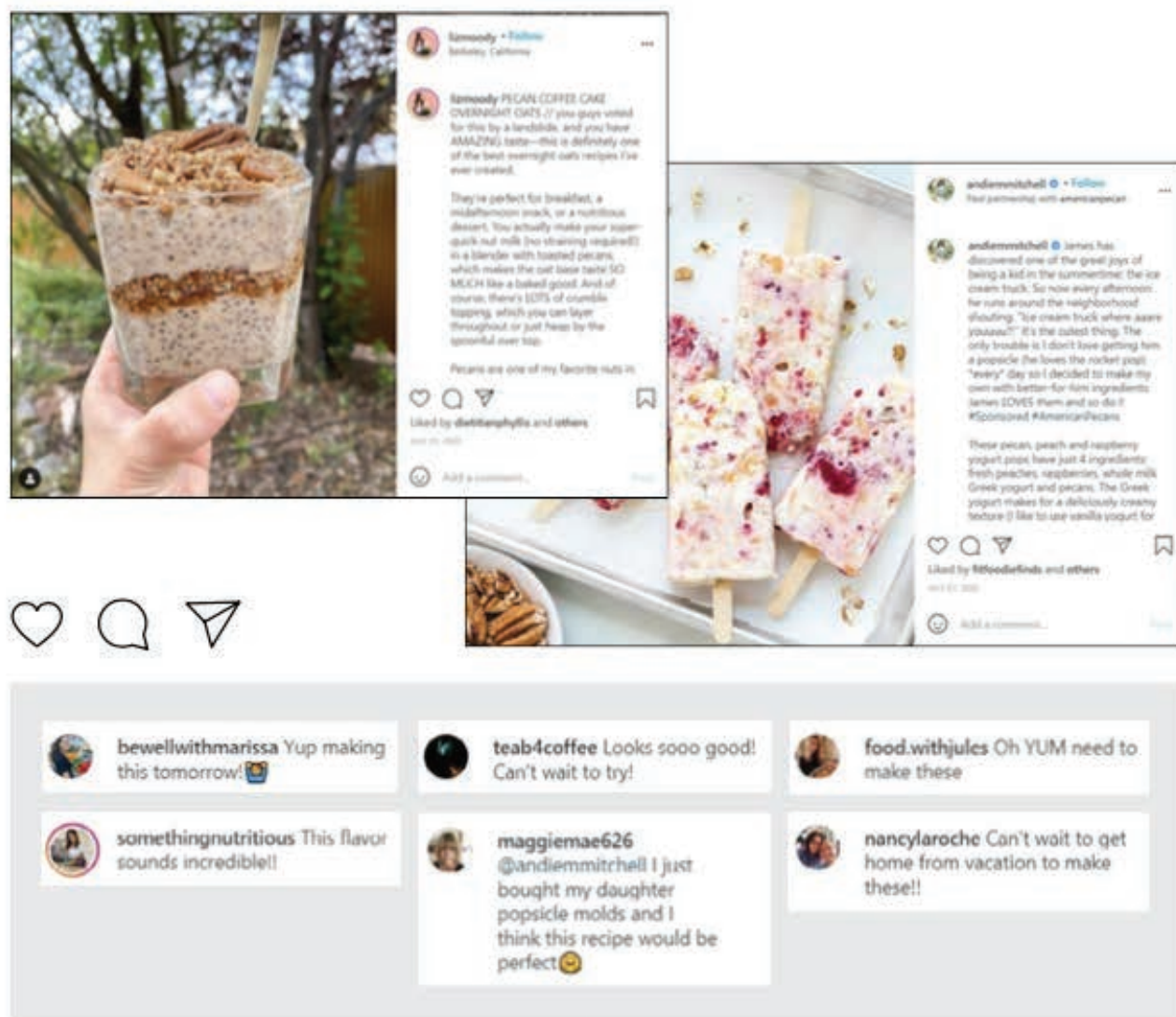


REAL SIMPLE

delish

HOUSTON★CHRONICLE

CHICAGO SUN-TIMES



Food and Wellness Influencers Exceed Expectations

In addition to utilizing editorial relationships, we also leveraged our Pecan Partners to fuel organic engagement. Using paid search trends and consumer insights about kid-friendly summer flavors and easy-to-make breakfasts, we worked with these influencers to develop in-demand, on-trend recipes – such as Liz Moody's Pecan Coffee Cake Overnight Oats and Andie Mitchell's Pecan, Peach and Raspberry Yogurt Pops.

Both Liz and Andie highlighted pecans as the perfect nutritious snack for busy lives and surpassed impressions goals. Notably, Liz's wellness-focused content performed tremendously and earned well above-average audience engagement – rates that surpassed her organic, non-sponsored content.

The success we saw from working with wellness influencers helped inform our snacking strategy for FY2020-2021, during which we are extending our focus on snacking and continuing to work with Liz Moody and others like her.



Southern Living **REALSIMPLE** *The Pioneer Woman* **FOX NEWS** **AG DAY** **RED TV**

The debate was a smashing, viral success – with media coverage spanning from *Southern Living*, *Real Simple*, and *The Pioneer Woman* to the *TODAY* Show, *The Tonight Show*, and local media markets nationwide. Social media engagement, media impressions, and overall consumer participation reached unprecedented heights for our marketing program, with Americans casting more than 360,000 votes, sharing their pecan

pronunciation pride, and finding pecan holiday recipe inspiration.

The rest of the year is dedicated to furthering the snacking platform with activations and advertisements that encourage consumers to see pecans as a nutritious, tasty snacking option – the true no-compromise nut.



OCTOBER 2019 MARKETING HIGHLIGHTS

NOVEMBER 2019 MARKETING HIGHLIGHTS

SOCIAL MEDIA DRIVES WEB TRAFFIC

Social media continues to be a valuable tool to bring pecans top of mind for consumers. So far this year, more than **40%** of all AmericanPecan.com visitors were directed via social media to our site, where they can learn more about the great taste, versatility and heritage of pecans.



MEAL PREP WITH PECANS

The APC is reaching Gen X/Y moms who are meal planning by showcasing pecans in a range of family-friendly recipes. Our Pecan Custard Tiaapia recipe gained inclusion in a 7-Day Menu planner in several papers across the country, reaching **more than half a million consumers**.



TAKE ADVANTAGE OF INDUSTRY RESOURCES

The "For Industry" section of our website saw a **20% increase in page views** this month. A valuable resource for industry, there you can find market data, event details, marketing resources and more.

Make sure you check it out at **AmericanPecan.com** (toolkit password: pecans18).

americanpecan.com/industry/toolkit



PECAN GHOST COOKIES ARE A HALLOWEEN HIT

American Pecans engages consumers by tapping into seasonal trends. Our signature Halloween creation, Pecan Ghost Cookies, continue to be a seasonal hit. The recipe was our most visited recipe this month, garnering **more than 1,800 page views!**



AMERICA'S NEXT HOT FOOD STAYS HOT

The article, "Why pecans might be America's next hot food" continued to run in new markets across the US. In October, the piece gained **750,000 additional views**.



CONSUMERS ARE STAYING TO BROWSE!

As we work to engage consumers on the benefits and many uses of pecans, we look at time spent on the site as an indicator of interest in this content. Time on the site in November **increased 40% from this time last year!**



MEDIA ♥ THE PECAN THANKSEVERYTHING PIE

The Pecan ThanksEverything Pie drew national media attention, putting pecans front and center as a must-have holiday ingredient.



"MORE THAN 24.4 MILLION REACHED!"

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

The Best Thanksgiving Pies You Can Buy

Your Holiday Meal Dreams Just Came True — Can you handle the Pecan ThanksEverything Pie?

This Gorgeous Pie Is Your Favorite Thanksgiving Dish In Each Slice



DECEMBER 2019 MARKETING HIGHLIGHTS

SOCIAL CONTENT HITS THE MARK

The Pecan ThanksEverything Pie was a showstopper, and social media videos of the pie reached viewers nationwide. We cut our **cost per video view in half** from our last campaign. Thanks to appealing content, which resonated with more of our target audience, we stretched your marketing dollars even further.



COST PER CLICK AT AN ALL-TIME LOW!

Reaching consumers who are searching for recipes gives us a great opportunity to influence those preparing to buy ingredients. We used paid search terms to drive consumers to pecan recipes on our website as they searched for holiday inspiration. Compared to last December, our cost per click to the site was **53% lower** at 92 cents, demonstrating increasingly efficient targeting and relevant keywords.



JANUARY 2020 MARKETING HIGHLIGHTS



“MAKING BETTER FOOD CHOICES DOESN'T TAKE INSANE EFFORT, AND CERTAINLY DOESN'T HAVE TO TASTE BORING, THANKS TO PECANS.”

AMERICA IS FINDING RECIPE INSPIRATION ON AMERICANPECAN.COM.

Pecan recipes – from savory to sweet to snacks – have been viewed on our website **more than 1.39 million times**. The most-viewed recipe in January was Roasted Pecans – a great snack to kickstart a nutritious year.



NEW YEAR NUTRITION

We are getting the word out to local communities that pecans can help with New Year's resolutions for more nutritious eating.



HOLIDAY CONTENT DROVE EVEN MORE PEOPLE TO AMERICANPECAN.COM

The Pecan ThanksEverything Pie continued to intrigue consumers after Thanksgiving, as visitors to AmericanPecan.com were up **35%** from November to December.

HOLIDAY PECAN RECIPES ARE A HIT!

We saw a **9% increase** in website recipe page views from November to December, indicating more people are interested in purchasing pecans to use in holiday recipes.



PECANS FEATURED IN BUZZFEED'S ROUNDUP OF VEGAN FAVORITES

Our influencer partnerships continue to generate interest in pecans beyond the initial blog post. This month, a BuzzFeed article featured a recipe from one of our Superweek pecan partners in an article about vegan Instant Pot recipes. Working with influencers to create recipes that fit within specific lifestyle and cooking trends resulted in pecans being showcased to **more than 2 million readers**.

BuzzFeed

24 Quick And Easy Vegan Instant Pot Recipes

Posted on January 2, 2020, at 11:15 a.m.

7. Stuffed Bell Peppers



OUR PECAN PARTNERS – SELECTED BECAUSE THEIR LOYAL FOLLOWERS FIT OUR TARGET AUDIENCE – REACH MORE THAN 1 MILLION PEOPLE EACH YEAR!

PECAN LOVE

Pecans enjoyed the social spotlight in January! From celebrity cookbook author and television personality Chrissy Teigen – a favorite of Gen X and Y moms – to engagement on our own social channels, we love seeing how people enjoy The Original Supernut™.

Most delicious and most nutritious nut out there!! Been 3 months in to a keto diet and raw pecans have been my mainstream snack!! Thank goodness for @americanpecan and all the incredible #pecan farmers 🥰🥰🥰

Also great to grind them and use for a faux bread crumb crust on fish, chicken and pork!





FEBRUARY 2020 MARKETING HIGHLIGHTS



MARCH 2020 MARKETING HIGHLIGHTS



FROM TV SCREEN TO KITCHEN

American Pecans has been featured in several episodes of RFD-TV's Chasing Down Madison Brown. In one of the episodes, the Millican family whipped up their special Pumpkin Pecan Cheesecake, reaching more than **300,000 consumers**. When a fall episode aired again this month, **AmericanPecan.com** saw a **surge in searches for the recipe** – showing that viewers were inspired to cook with pecans. On our site, you can find more than **170 pecan-inspired recipes!**



HUNDREDS OF INDUSTRY RESOURCES

As each new marketing campaign is developed, resources and information are also tailor made for industry use. Dozens of resources are created each year, as well as **hundreds of social content** images, graphics and recipes available for your use.

The most recent additions to the Industry Toolkit are marketing materials for the new campaign, The Superpowers of Pecans. Be sure to check out these made-for-industry resources, including stickers, a coloring sheet for kids, a promotional poster and comic-strip-inspired social resources.



SUPER-FYING SUPPER

The Washington Post ran a delicious weeknight supper recipe with a super-fied, savory side – spicy pecan rice! The article was syndicated to several newspapers across the country, garnering a total of **5.8 million impressions**.



RECIPE SEEKERS FIND INSPIRATION ON AMERICANPECAN.COM

Our two most popular recipes in March captured the attention of both nutritious-minded consumers and sweet treat seekers. Classic Pecan Pie and Toasted Oat Pecan Smoothie drove **more than 32,000 recipe views** in March.

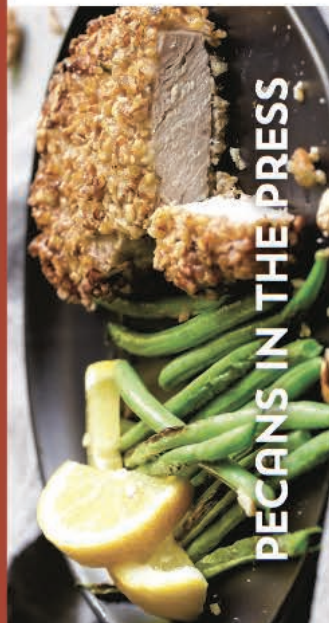


YES, WE PECAN!

We partnered with recipe blogging couple A Couple Cooks for a spotlight in OK! Magazine, a celebrity and lifestyle publication popular with our target audience. The story ran in print editions nationwide, as well as online, and shared on social media. Combined, these placements reached **more than 2.5 million consumers**.



American Pecans recipes promoted as a great option for alternative eating styles!



PECANS IN THE PRESS

"The pecans and seasoning elevate the presentation and flavor, but this recipe is so simple to make, that it might make it into your weeknight rotation."

One way we raise awareness of pecans beyond the pie is to educate reporters on how well pecans work for different lifestyles and eating habits, such as paleo, keto and plant-based. An outlet that shares recipes for alternative eating styles shared our keto-friendly recipe Pecan-Crusted Air Fryer Pork Chops with **more than 20,000 readers**.

TOASTED OAT SMOOTHIE TIPS THE CHARTS!

Our nutrition-focused Instagram post, targeted at Gen XY moms, garnered nearly **10 million impressions** in the month of March alone.



MOST-VIEWED APC POST EVER

SUPERPOWERS IN THE PAPERS

Our American Pecans infographic, "Supplement Meals with a Nutritious Addition" ran in newspapers across the country nearly **1,000 times**.



PECAN LOVE

Recipe please

Love them

I love pecans, I add them to all sorts of recipes.



Google
banana (tree)
x a

47

The heritage and history of American Pecans were featured on local TV stations, including a segment airing in Bryan and College Station, TX, which highlighted local growers. The Original Supernut feature reached more than 36,000 viewers!

Whoa! Gorgeous! Drooling over here!

Pecans starred on air with registered dietitian Carolyn O'Neil as a nutritious option that is versatile for baking and for pairing with spring produce. The show aired to a broadcast and online audience of more than 59,000 in the Atlanta area.

Registered Dietitian partners are turning up on local television, sharing nutrition facts and how to use pecans in everyday meals. Through recent TV segments in Phoenix, Arizona and Columbus, Ohio, and accompanying online stories, our RD partners reached **more than 1.6 MM people** with delicious pecan inspiration.

AMERICAN RECIPES SERVED
UP WITH CRUSTY BREAD
AND TANGY SAUCES TO
CHICKEN OR FISH. TO
THOSE SERVING
CHUCKLE RECIPES ONLINE

We continue to inspire consumers to use pecans beyond desserts. Through search engine advertising, we are reaching those already seeking recipes and primed to buy ingredients. In May, "chicken recipes" was the **most effective search term** for drawing in online recipe hunters.

The popularity of Instagram Stories continues to rise. Our IG Stories captured more than **21 MM** impressions in May!



Oooh I bet the pecans add such a great flavor!

PLANT-BASED DIETERS LOVE PECANS



**American
PECANS**
THE ORIGINAL SUPERNUT

JUNE 2020 MARKETING HIGHLIGHTS



BREAKFAST BREAKS THROUGH

Search interest in breakfast options has increased in recent months, so American Pecans focused on ads for matching keywords. In less than two weeks, **more than 800 visits to our website** were driven by searches for "French toast!"

GOOGLERS HEAD TO AMERICANPECAN.COM

Our website is an ever-growing resource for online recipe seekers. Organic traffic to AmericanPecan.com was up **27% this quarter**, and visitors are primarily clicking through to savory mealtime and snacking content. Consumers continue to find pecan inspiration beyond desserts. Ground Pecan Taco Meat, Classic Chicken Salad, and Roasted Pecans with Sea Salt all ranked as top performers.



"HERE'S WHY YOU SHOULD START EATING" MORE PECANS"

Online foodie outlet **Mashed** encouraged readers to think outside the pie with a piece about the pecan's important nutrition and versatility story. The article, which reached more than 350,000 readers, cited the American Pecan Council – and referenced articles placed by the APC in *Taste of Home* and *Good Housekeeping* magazines.

[TRV] ADDING NUTS LIKE PECANS TO SALADS, CEREAL, SIDE DISHES, AND STIR FRIES. THINK OF ANYTHING THAT WOULD BENEFIT FROM A LITTLE ADDED CRUNCH.



BEYOND THANKSGIVING PIE, PECANS HAVE A PLETHORA OF CULINARY USES... WHILE SOME NUTS GET A BAD RAP, PECANS ARE ONE YOU SHOULD DEFINITELY PUT ON YOUR TO-EAT LIST.

PECAN LOVE

I made this tonight. So Good.
Love that Pecans are so buttery and amaze



THE ORIGINAL SUPERNUT

Inspiring year-round pecan usage starts with showcasing easy options for summer. Our article, "Plant-Based Twists to Classic Summer Dishes," shared pecans as a plant-based protein addition to pasta salad and pesto. The article ran in print and online **more than 2,500 times**.



**American
PECANS**
THE ORIGINAL SUPERNUT

JULY 2020 MARKETING HIGHLIGHTS



GRILLING WITH PECANS

As we work to expand how people use pecans, we've been capturing the attention of online recipe seekers with summer grilling and BBQ paid search terms. Our Grilled Cauliflower Steaks with Pecan Pesto recipe had the **highest click-thru-rate (CTR) of the month**, driving **more than 800 users** to AmericanPecan.com.

SNACKING IS OUR SUPERSTAR



Our "What's Your Summer Snacking Style?" quiz brought **more than 44,000 visitors** to AmericanPecan.com this month – and 40% of them came directly from our paid social media targeting.



SUMMER- TIME SALAD SUCCESS

Generating more than **28,000 recipe views**, consumers found a wide range of pecan inspiration this month. The savory and summery flavors of the Spiced Pecan Grilled Peach Salad took center stage as **more than 4,300 users** flocked to the recipe from our paid Instagram Story.

BIG BONUS EDITION: PECAN LOVE

Pecans are legit my fav nuts

Making this NOW!!

Pecans are magical - especially when toasted

This is the greatest idea! What an ideal breakfast!

Love pecans

Can't wait to try it

Need to make this

Yup making this tomorrow!

YES!! I have been craving overnight oatmeal!

This looks INCREDIBLE!

Omig! Making this ASAP

Wowza this looks and sounds incredible!



AUG 2020 MARKETING HIGHLIGHTS



NUTRITION BENEFITS MADE TO ORDER

Social media allows us to tailor our messages to different audiences, promoting the pecan nutrition benefits most likely to resonate with each group. This month, we saw strong engagement from people whose health is their number one priority and prefer to cook at home, accounting for **more than 6,000 visits** to the website!



SNACK ATTACK!

Snacking keywords — things like “healthy snack,” “snack recipe,” and “snacks for kids” — were top performing search terms this month. **More than 1,000** snack-seeking searchers viewed our Pecan Granola Bars at AmericanPecan.com.



SEPTEMBER 2020 MARKETING HIGHLIGHTS

BREAKFAST BLOCKBUSTERS



You may recall that earlier this year, consumer interest in pecans for breakfast started increasing, so we shifted our search and social advertising to capitalize on the trend. We continued that success by partnering with RD Mia Syn to showcase Maple Pecan Overnight Oats during a National Breakfast Month segment on NEWS4 (Jacksonville, FL) which reached **more than 127,000 viewers**.



3 OUT OF EVERY

An effective tactic for promoting pecans is connecting with consumers who are already hunting for recipes and primed to buy ingredients. This month, 76% of all visits to AmericanPecan.com were to a recipe page — a 16% increase over our previous high in August. These recipe seekers are leaning into savory options, with granola bar and smoothie recipes at the top of **more than 78,000 recipe views** this month.

4 WEBSITE VISITORS SEEK RECIPES

DID YOU KNOW?
All of these recipes and many more are available to use in your own marketing materials. Visit AmericanPecan.com to check out your options.

TO DOWNLOAD recipes and hire photography, visit the About Us/Media Library page.

TO SHARE directly from our site to your social media followers, click “share” on the recipe page and choose your preferred social media channel.

FOR DOWNLOADABLE RECIPE IMAGES AND VIDEOS and a wide range of additional resources, visit the Industry Toolkit found under the For Industry menu tab (www.pecanastb).

SITE VISITORS HUNGER FOR MORE!

Not only did our AmericanPecan.com site views increase throughout the summer but **2 out of every 3 visitors** to the site viewed at least one recipe, indicating interest in cooking with — and purchasing — pecans.

SUMMERTIME SUPERHEROES

Our advertisement for pecan snacks in Kroger's Live Naturally magazine was distributed to **more than 530 stores**, alongside an article that showcased the nutrition superpowers of The Original Supernut.

**LiveNaturally
PECANS**

Find out why you need to add pecans to your diet. At a recent live event, we shared the science of why pecans are the most heart-healthy nut. We also shared how to use pecans in your diet. Find out why you need to add pecans to your diet. At a recent live event, we shared the science of why pecans are the most heart-healthy nut. We also shared how to use pecans in your diet.

Made these tonight and they were so good!!

Sweet with a crunch is hands down my fav combo, so I can't WAIT to try this!!

Pecans are the best addition

Omg this might be my new favorite dessert

This looks so yummy!

Wow so delicious

I really do need to try this

Wow so delicious

PECAN LOVE

GRANOLA BARS FOR THE WIN

PECAN LOVE

Locooove pecans! They have such great flavor

Yum—it all looks so tasty! ♥ Pecans

oooh adding this to my list to try!

Yell! I need this for 2 growing boys virtual learning!

Love anything pecan

To view more monthly marketing highlights, visit the Industry Toolkit on AmericanPecan.com and select Your Dollars at Work.

This month, our Pecan Granola Bar recipe generated **more than 38,000 impressions** within search engine advertising and drove more than 25,000 social media users to AmericanPecan.com. Additionally, Pecan Partner Andie Mitchell debuted her new Chewy Coconut Pecan Granola Bars on Instagram, garnering more than 28,000 impressions and adding another on-trend option to our recipe arsenal.

FY2020 INDUSTRY RELATIONS



EQUIPPING THE AMERICAN PECAN INDUSTRY

The 2019-2020 fiscal year brought familiar challenges in the form of trade wars and devastating weather, as well as the never-anticipated hardships brought on by the COVID-19 pandemic. Our industry navigated the uncertainty with flexibility and resilience, while maintaining its commitment to collectively promote American Pecans.

Building on year-over-year momentum, American Pecans supported industry through resources, timely information, marketing materials and more, while adapting to virtual meetings, remote coordination and new methods of reaching both consumers and industry members. Industry continued its forward momentum, with domestic consumption up by 32.5 percent from the previous fiscal year.



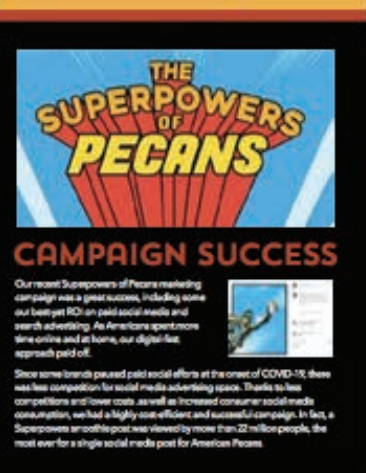
UPDATES AND COMMUNICATIONS

In a Nutshell

We heard industry's desire for frequent updates in straightforward formats and continued to distribute a staple resource, the In a Nutshell newsletter. Sent via email to more than 3,000 recipients, our semi-monthly newsletter shared timely details on marketing initiatives and industry updates. In order to ensure easy access to marketing updates, the newsletters were also made available for download on the American

Pecans website. As the pandemic limited our ability to meet with industry in person, these regularly distributed updates became increasingly important.

Prior to travel restrictions, we shared marketing results and updates in a video that Executive Director, Alex Ott, used in presentations at in-person – and later, virtual – events.

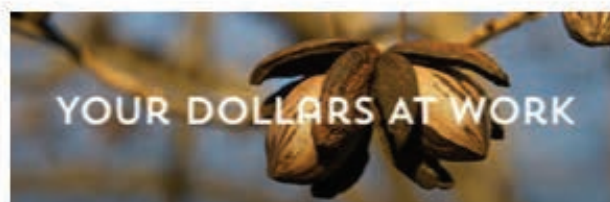


2020 MARKETING HIGHLIGHTS

Your Dollars at Work

Launched in FY2019-2020, we continued sharing Monthly Marketing Highlights reports to provide frequent updates on domestic marketing initiatives and successes. Each report showcases the impact of our marketing efforts, along with insights across a variety of media platforms and tactics – from paid social media to traditional media relations. Examples of marketing results shared in these reports include:

- The Pecan ThanksEverything Pie holiday campaign drew national media attention and reached **more than 24.4 million people**.
- Our partnership with bloggers, A Couple Cooks, for a spotlight in lifestyle publication, *OK! Magazine* reached **more than 2.5 million consumers** across print, online and social media channels.
- Our Toasted Oat and Pecan Smoothie Instagram post garnered **nearly 10 million impressions** in a single month.
- Our Instagram Stories captured **more than 21 million impressions** in one month's time.
- Not only did website views increase throughout the summer, but **2 out of every 3 visitors to the site viewed at least one recipe**, indicating interest in cooking with – and purchasing – pecans.



Industry in the News

Maintaining relationships with trade media is a critical component of our effort to get the word out about our Federal Marketing Order. It also allows us to showcase the incredible history and heritage of the pecan through the stories of industry members.

Throughout the year, American Pecans reached out to regional and national trade media outlets, promoting the industry and coordinating interviews with Executive Director, Alex Ott, and local industry members.



MIKE SPRADLING
FLYING 'C' RANCH OWNER

PRODUCE BUSINESS

Pecans: 'America's Original Supernut'



U.S. indigenous nut on growth trajectory, boasting plenty of good-for-you properties.

Maturing and maturing, pecans offer plenty of good-for-you properties, especially around the holiday season.

These healthy, delicious and versatile nuts provide numerous health benefits and ingredients.

"Pecans are increasingly in the spotlight," notes Linda Green, director of industry relations for the American Pecan Council.

In fact, the U.S. "Ministry of Health" has

named the pecan as the "Super Nut" for its health benefits.

According to the U.S. Department of Agriculture, pecans are a good source of heart-healthy monounsaturated fats, fiber, and antioxidants.

"What's often less known is that pecans are also a good source of protein, vitamins, and minerals," notes Green.

Pecans are also a good source of

STANDARD-TIMES

November is pecan harvest time



This year marks the 100th anniversary of the pecan tree being named the Texas State Tree by the state legislature. And what a great choice to be our state tree! Pecan trees are the only native nut tree in the U.S. and, in addition to the tasty edible crop they produce, they are beautiful landscape trees.

The statewide pecan crop estimate is a bit lower than average this year, but still a good one. The spring rains helped grow large nuts, but it takes a lot of nitrogen and water to fill the nuts well - so trees needed a lot of input and care through the summer and fall to maintain and quality.

But even with the challenges this year, there are some trees with good crops, and now is a fun season to be in the lookout for pecan harvest time.

Besides delicious pie, pecans make great healthy snacks and tasty additions to savory recipes. Visit the website www.pecan.org to find out more of the benefits of pecans, as well as some delicious recipes to try that go be-

yond the traditional pecan pie.

November is the month for harvesting, and the other tasks for pecan trees are normally include watering and pruning if needed.

It's been a dry fall, and pecan trees will need a thorough irrigation if there's not a heavy rainfall soon, to help them go into winter in a healthy state.

For those that would like to add a nice landscape shade tree to the yard, fall is a good time of year for planting trees. Some of the recommended varieties include *Pawnee*, *Hugh*, *Shaw* and *Wichita* - these will do well in the Central Valley. Pecans perform best in deep, well-drained soil that is well-lime around the tree. Remove all vegetation and apply mulch to help keep weeds at bay for newly planted trees to establish quickly. We will be conducting the annual Coach Valley Pecan Show on Friday, Dec. 6 at the Texas A&M AgLife Extension Office - Tom Green County. The pecan show is an opportunity for commercial and home growers to have their pecans judged for quality. Entries chosen by the judge will proceed to the regional pecan show. For more info, visit tcomgreen.org or call the Extension Office at 325-638-6322. Entries must be received by the Extension Office by noon on Wednesday, Dec. 4.

Allen Winters is the Tom Green County Extension horticulturist. Contact her at AWinters@tcomgreen.org.

PRODUCE BUSINESS

Ring In Holiday Baking For Some Extra 'Green'

Opportunities for fruit and nut sales 'baked' into festive season.

By [Name]

As the holiday season approaches, many growers are looking for ways to increase their sales and profitability.

One way to do this is by offering holiday-themed products.

For example, growers can offer holiday-themed baskets of fruit and nuts.

These baskets can be sold at farmers' markets, local grocery stores, or online.

Another way to increase sales is by offering holiday-themed recipes.

For example, growers can offer recipes for holiday-themed cakes, pies, and breads.

These recipes can be sold as part of a holiday-themed basket or as a separate item.

Finally, growers can offer holiday-themed gifts.

For example, growers can offer holiday-themed gift baskets of fruit and nuts.

These gift baskets can be sold at farmers' markets, local grocery stores, or online.

By offering holiday-themed products, growers can increase their sales and profitability during the holiday season.

As the holiday season approaches, many growers are looking for ways to increase their sales and profitability. One way to do this is by offering holiday-themed products. For example, growers can offer holiday-themed baskets of fruit and nuts. These baskets can be sold at farmers' markets, local grocery stores, or online. Another way to increase sales is by offering holiday-themed recipes. For example, growers can offer recipes for holiday-themed cakes, pies, and breads. These recipes can be sold as part of a holiday-themed basket or as a separate item. Finally, growers can offer holiday-themed gifts. For example, growers can offer holiday-themed gift baskets of fruit and nuts. These gift baskets can be sold at farmers' markets, local grocery stores, or online. By offering holiday-themed products, growers can increase their sales and profitability during the holiday season.

For more information on how to increase sales during the holiday season, visit the website www.pecan.org.

Allen Winters is the Tom Green County Extension horticulturist. Contact her at AWinters@tcomgreen.org.

As the holiday season approaches, many growers are looking for ways to increase their sales and profitability. One way to do this is by offering holiday-themed products. For example, growers can offer holiday-themed baskets of fruit and nuts. These baskets can be sold at farmers' markets, local grocery stores, or online. Another way to increase sales is by offering holiday-themed recipes. For example, growers can offer recipes for holiday-themed cakes, pies, and breads. These recipes can be sold as part of a holiday-themed basket or as a separate item. Finally, growers can offer holiday-themed gifts. For example, growers can offer holiday-themed gift baskets of fruit and nuts. These gift baskets can be sold at farmers' markets, local grocery stores, or online. By offering holiday-themed products, growers can increase their sales and profitability during the holiday season.

For more information on how to increase sales during the holiday season, visit the website www.pecan.org.

Allen Winters is the Tom Green County Extension horticulturist. Contact her at AWinters@tcomgreen.org.

As the holiday season approaches, many growers are looking for ways to increase their sales and profitability. One way to do this is by offering holiday-themed products. For example, growers can offer holiday-themed baskets of fruit and nuts. These baskets can be sold at farmers' markets, local grocery stores, or online. Another way to increase sales is by offering holiday-themed recipes. For example, growers can offer recipes for holiday-themed cakes, pies, and breads. These recipes can be sold as part of a holiday-themed basket or as a separate item. Finally, growers can offer holiday-themed gifts. For example, growers can offer holiday-themed gift baskets of fruit and nuts. These gift baskets can be sold at farmers' markets, local grocery stores, or online. By offering holiday-themed products, growers can increase their sales and profitability during the holiday season.

For more information on how to increase sales during the holiday season, visit the website www.pecan.org.

Allen Winters is the Tom Green County Extension horticulturist. Contact her at AWinters@tcomgreen.org.

Much of our industry storytelling also reaches a broad consumer audience. Stories of growers and shellers nationwide are the bedrock of our proactive media relations efforts. This year, that mission came to life with a feature in RFD-TV's lifestyle and entertainment television program, Chasing Down Madison Brown. Host Madison Brown was intrigued by the story of the pecan industry and produced a feature episode all about the orchards and families behind The Original Supernut™.

The documentary-style show was filmed over several days in San Saba, Texas, with both growers and shellers representing the American pecan journey from seed to storefront. The production team was so enamored by the industry's story that the episode was extended to a two-part special, and even included bonus baking and cooking content in a third episode later that season.

The episodes aired multiple times alongside social media promotion from host Madison Brown across her platforms. Millions of Americans watched growers and shellers share their stories on cable nationwide.



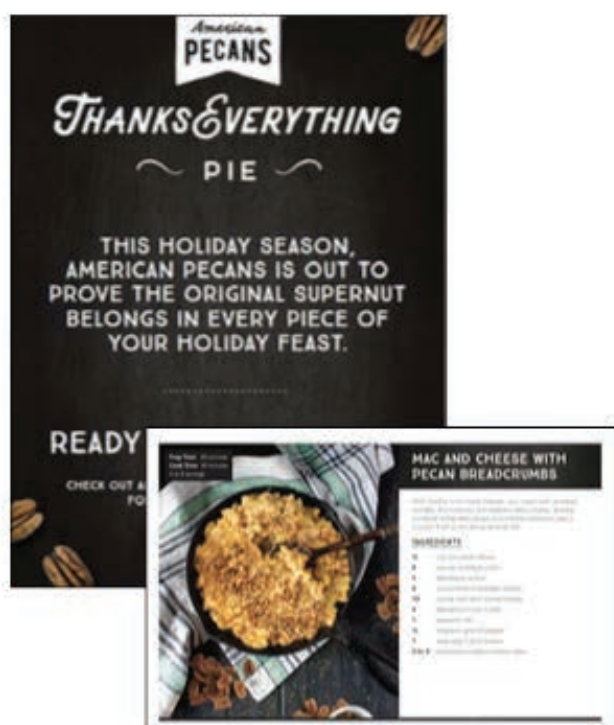
CHASING DOWN Madison Brown

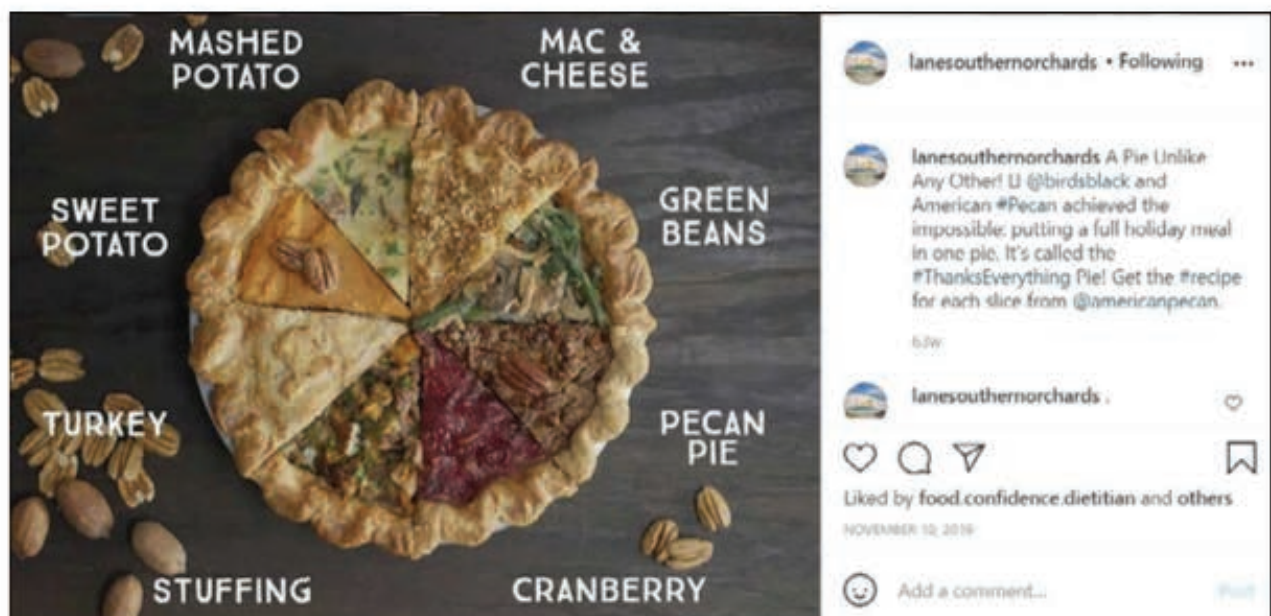
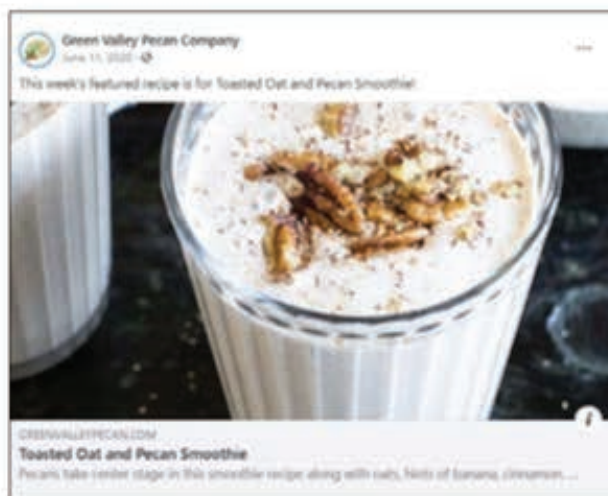


INDUSTRY TOOLKIT AND RESOURCES

Throughout FY2019-2020, we sustained our commitment to providing industry with materials to leverage national American Pecans marketing campaigns. These resources were made available through consistent updates to the Industry Toolkit on AmericanPecan.com (password: pecans18). We continued to leverage consumer marketing assets while simultaneously creating an arsenal of evergreen resources for download and use on personal and business social channels and websites, as well as in stores and packaging.

RESOURCES FOR INDUSTRY





Building Momentum Through Industry Engagement

Not only is industry involvement imperative for promoting overall marketing campaigns, but many industry members are taking advantage of these resources to support their own business goals. Just prior to FY2019-2020, we presented insights and inspiration for representatives of state and national industry members to engage in on a variety of digital media channels.

This year, we continued to see an increase in industry involvement on social media. It's been encouraging to see marketing resources, such as recipes, shared through email marketing and promotional materials across growing regions.

Industry communications and resources are made with you in mind. We encourage you to stay or get involved in marketing campaigns, and to review updates on marketing initiatives and the return on your FMO investment. Never hesitate to reach out to the office for support in leveraging or accessing the resources available to you and your business.

LOOKING AHEAD FOR INDUSTRY IN FY2020-2021

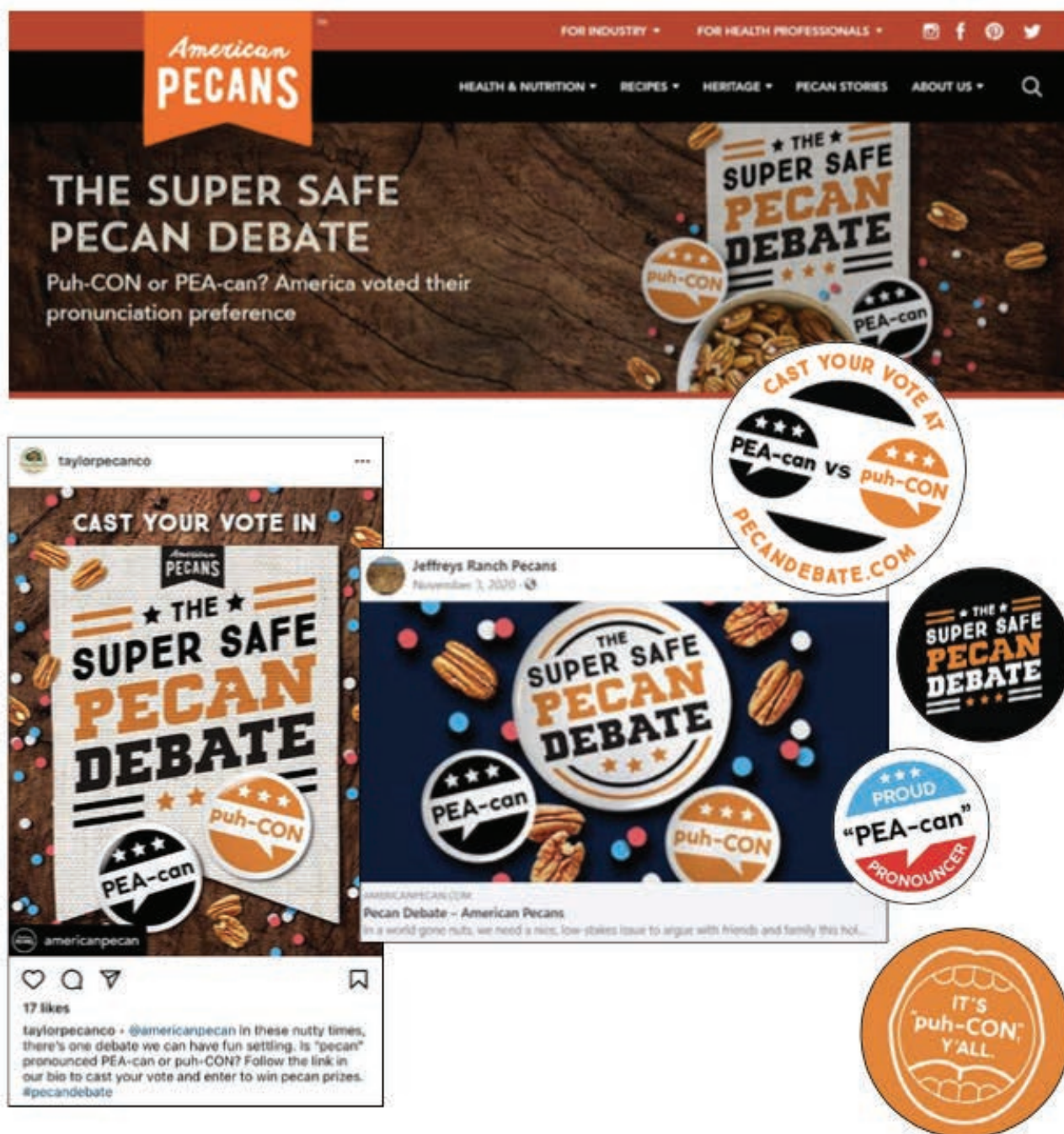
FY2019-2020 was a year full of unexpected changes, but American Pecans adapted swiftly to best serve industry. As we move into FY2020-2021, we remain committed to providing timely updates, insights on – and resources for – our national marketing campaigns, and ongoing tools for use in your own promotions.

Our Commitment to Keep You Informed

We will continue a steady cadence of industry communications in a variety of forms and focuses. Our eNewsletter will continue to be distributed via email twice per month, as well as made available in a PDF version on AmericanPecan.com. The Monthly Marketing Highlights report, focused on the use and ROI of various marketing tactics, will continue to be distributed monthly via email as well.

To increase the reach of the Monthly Marketing Highlights document in FY2020-2021, we have partnered with Pecan South and The Pecan Grower to distribute the document via insert in each print edition of the publication.





Industry Joins in on Holiday Success

The future is bright – we’ve already seen tremendous success in our first marketing campaign of FY2020-2021, The Super Safe Pecan Debate. Industry participation, such as social media posts encouraging customers and consumers to vote, and wearing playful “campaign” buttons, helped raise awareness and drive our most successful campaign to date.

We’re tremendously proud of the progress that we have made in raising awareness and consumer demand for pecans to-date, but we know our journey has just begun. Our Industry Relations work will continue to keep industry informed and supported on our marketing progress, as well as provide an outlet for feedback and mutually beneficial industry collaboration.



INTRODUCING AMERICA TO THE ORIGINAL SUPERNUT

Since the creation of the American Pecan Council (APC) under the Federal Marketing Order in 2016, we have made significant strides uniting as an industry and building the consumer brand of American Pecans, The Original Supernut™.

As part of our commitment to keeping industry informed, we are excited to announce this month's launch of our first ever printed newsletter. Look out for a copy in your mailbox or sign up by visiting AmericanPecan.com and filling out the "Industry Registration" form. You can also email us at industry@americanpecan.com or call (817) 916-0020

APC ON THE MOVE

OCTOBER 3, 2019

Florida Pecan Field Day & Florida Pecan Growers Association Annual Meeting
Monticello, FL

OCTOBER 17-19, 2019

PMA Fresh Summit Convention & Expo
Anaheim, CA

OCTOBER 21-25, 2019

DC Commodity Board Roundtable
Washington, D.C.

OCTOBER 26-29, 2019

FNCE | Food & Nutrition Conference & Expo
Philadelphia, PA

NOVEMBER 19, 2019

TNA & NDFTA U.S. Nuts & Dried Fruits Conference
London, UK

PECAN CONGRESS HOLDS 2ND MEETING

On August 20, 2019, industry held its second annual Pecan Congress in Dallas-Fort Worth, followed by a Council meeting on August 21. Nineteen out of twenty-one Pecan associations attended workshops touching on: social media, crop protection programs, satellite imaging and international and legislative issues.

The congress is set to meet again in April 2020 in Dallas-Fort Worth, and details will be shared once available.



APC Gears Up for the Holidays

Nothing gets consumers more excited than seeing familiar food in a new form. As part of our holiday season campaign, American Pecans is reinventing a holiday tradition by serving up an entire pecan-inspired Thanksgiving feast in one pie. We are partnering with well-known pie bakers, the Elsen sisters, to create the "Thankseverything Pie" with each slice featuring a savory pecan recipe.

More information will be shared in the coming weeks. Sign up at AmericanPecan.com to get the latest updates.



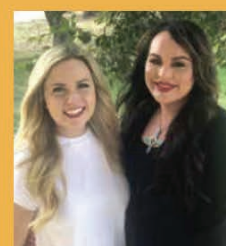
The APC is committed to keeping you informed, and we're excited to launch the print edition of our newsletter. We'll continue to send email updates as well. To sign up, visit AmericanPecan.com and fill out the "Industry Registration" form in the "For Industry" section, or you can email us at industry@americanpecan.com.

NEW APC TV SPOTLIGHTS

RFD-TV's Madison Brown is Chasing Down Pecans!

Keep an eye out for American Pecans' spotlight on RFD-TV's Chasing Down Madison Brown this fall! Last month, the APC welcomed Madison Brown – TV host and blogger known for shining a spotlight on rural America and the ag community – to San Saba, Texas. Madison met with local growers and shellers to learn about The Original Supernut and see some of the faces and places behind American Pecans.

Three upcoming CDMB episodes will educate consumers on the process of getting pecans from orchard to table. The first show airs November 7.



Above: Madison Brown and Kourtney Chase of San Saba Pecans
Left: Madison Brown and Millican Pecans' Winston and Kristen Millican and family

TV Segments Promote Nutrition of Pecans

The APC recently worked with Registered Dietitians (RD) on TV segments promoting American Pecans as a wholesome and versatile recipe ingredient. Segments have aired in major metro-areas across the nation including Indianapolis and San Antonio. Viewers learned how to use pecans to transform classic family favorites into quick and easy-to-make, nutritious dinners, packed with plant-based protein and fiber.



INDUSTRY TOOLKIT

Resources for spreading the word about The Original Supernut™

INDUSTRY TOOLKIT UPDATES

The industry section of AmericanPecan.com houses our Industry Toolkit, a collection of marketing program updates as well as promotional resources to propel your business forward. In fact, the Toolkit has brand new updates that spotlight our most recent campaign: Superweeks - including business cards, printable stickers and recipe cards. In addition, the APC has made general updates and improvements to make growing your business easier. To access these materials, go to the Industry Toolkit section of the website and enter the password (pecans18).

THE APC INTRODUCES



This holiday season, the American Pecan Council (APC) is inspiring consumers to use pecans beyond dessert. We've introduced the Pecan ThanksEverything Pie, a unique culinary creation offering a complete holiday meal in one dish. The pie features eight slices, each representing a different recipe using pecans as the star ingredient. To learn more, visit AmericanPecan.com/ThanksEverything.

Also, check out the Industry Toolkit at AmericanPecan.com (password: pecans18). You'll also find campaign resources such as printable recipes, social media cards, and a promotional flyer.

EXPLORING A NEW MARKET FOR AMERICAN PECANS:

INDIA

With the start of harvest, we have seen increased coverage regarding the pecan industry and the impacts of India. There are many questions circulating about the industry's next steps and what the APC will do about opening this market.

The APC has submitted a proposal for the Emerging Markets Program (EMP) to address current constraints, promote demand and build market share within the country. EMPs help U.S. organizations such as the APC promote exports of U.S. agricultural products to countries that have – or are developing – market-oriented economies and have the potential to be viable commercial markets.

With the submission of the EMP, the APC is examining market share and building demand in India in order to assist with increasing American pecan exports. This program is still in its infancy and the APC will continue to update industry as the project moves forward. If you have any questions regarding the EMP or the market, please contact our office.

FOOTBALL & PECANS: TWO AMERICAN CLASSICS



To implement the Council's recent vote for a more diverse marketing platform, the APC is engaging with Learfield / IMG on ad campaigns this college football season. Banner ads for American Pecans are currently running on websites affiliated with the nation's largest conferences, including the SEC, Big 12 and Pac-12. Targeted towards Gen X / Y moms in pecan-growing states, these campaigns will garner more than 15 million impressions.



GAINING INSIGHT

AT THE FOOD & NUTRITION
CONFERENCE AND EXPO

In partnership with Eat Well Global's (EWG) team of credentialed nutrition professionals, the APC has been working alongside registered dietitian nutritionists (RDNs) to inspire healthy consumption of pecans amongst consumers. Our presence at the Food & Nutrition Conference and Expo (FNCE) – the world's largest meeting of food and nutrition experts – provided the perfect opportunity to develop and test key RDN messages, as well as meet with key opinion leaders. Insights gathered will be applied in our work to promote American Pecans in the food and nutrition markets.

GET TO KNOW YOUR COUNCIL REPS

Each newsletter, the APC will feature some of the hard-working individuals who make up the American Pecan Council. Nominated by industry to represent growers and shellers from 15 states across three pecan-growing regions, these individuals have one main thing in common: a genuine passion for pecans and our industry.

We encourage you to reach out to your regional council representative with questions or feedback. For the complete Council Member slate, visit AmericanPecan.com.



CENTRAL REGION
Mike Adams (Grower)
Caldwell, TX



WESTERN REGION
G.L. Straley (Grower)
Artesia, NM



EASTERN REGION
Trent Mason (Grower)
Fort Valley, GA

PECANS:

ACROSS THE POND

Last month, APC leadership visited with international marketing representatives, retailers, associations, and the USDA in Germany and the United Kingdom. There is buzz about the future of pecans in the European Union, as EU consumers are expressing a desire for healthy snacks that fit into their on-the-go lifestyles.

APC Executive Director Alex Ott presented at the United States Embassy in London to the EU's largest retailers and food service firms, and the native nut key messaging and commitment to sustainability resonated very well with those in the audience. There was also encouraging interest from retailers and wholesalers intrigued by packing pecans for mobile snacking.

The APC's International Committee will be posting a Request for Proposals (RFP) for U.S. contractors to manage the international marketing efforts for the pecan industry. This is a transition condition of the USDA's Foreign Agriculture Service as the APC takes over the management of the Market Access Program. We look forward to welcoming international partners to help promote American pecans in our targeted markets.



On November 7, American Pecans introduced the Pecan ThanksEverything Pie, a unique culinary creation offering a complete holiday meal in one dish. In support of the holiday marketing campaign, we released a custom article, "Reinvent your holiday meals using one simple ingredient," to news outlets nationwide. The piece focuses on pecans' versatility, as the perfect ingredient to add to festive dishes.

Two recipes from the Pecan ThanksEverything Pie are included as stand-alone side dishes – Squash, Pecan and Sausage Stuffing and Roasted Veggies and Potato Mash with Toasted Pecans. Articles have run in print and online news outlets nationwide, including *San Francisco Gate*, *Houston Chronicle*, and *Austin American-Statesman*. The article will continue to run throughout the holiday season.

If you catch the article in your local paper, let us know! You can also find the recipes at AmericanPecan.com/thankseverything.

NEW SEASONAL PECAN PARTNERS

American Pecans is excited to introduce our latest group of pecan partners, social media influencers who share pecan culinary inspiration and DIY crafts with their audiences. Bloggers whose content and audiences align with our Gen X and Y mom target audience encourage readers to purchase American Pecans for their family menus and entertaining this holiday season.

New partner Kelsey Preciado of blog Little Bits of Real Food and Real Talk, focuses on "healthyish" holidays that make entertaining as a young mom easier. Her new Pecan-Packed Holiday Charcuterie Board features pecans in three different ways! Other new partners include Dale Gray of The Daley Plate and Andie Mitchell, both of whom develop recipes that blend pecans with classic family favorites, such as Dale's Turkey Sausage Rolls with Pecans and Homemade Cranberry Dipping Sauce and Andie's Charred Sesame Pecan Green Beans.



Charred Sesame Pecan
Green Beans
ANDIE MITCHELL



A Pecan-Packed Holiday
Charcuterie Board
KELSEY PRECADIO –
LITTLE BITS OF REAL FOOD
AND REAL TALK



Turkey Sausage Rolls with
Pecans and Cranberry
Dipping Sauce
DALE GRAY –
THE DALEY PLATE

Check out all of our influencers' Instagram handles below. Follow along to catch new content as it goes live, then easily repost and share with your own following.

Kelsey Preciado @littlebitsof_realfood

Dale Gray @thedaleyplate

Andie Mitchell @andiemitchell

Carina Wolff @kalememaybe

Breezeway Bakery @breezewaybakery

Adriana Marciano @fitandwellmedgal

Stefani Pollack @cupcakeproject

Shonda Wagner @shonda1020

Michaela Vais @elavegan

Jasmine Briones @sweetsimplevegan

Amanda Le @raw_manda

Jess Hoffman @choosingchia

Laura Wright @thefirstmess

Serve the recipes at your next holiday feast, and tag us on social at @AmericanPecan!

GET TO KNOW YOUR COUNCIL REPS

The APC will continue to feature individuals who make up the Council. These industry members were nominated to represent growers and shellers from 15 states across three pecan-growing regions. Please reach out to your regional council representative with questions, thoughts, or feedback. For the complete Council Member slate, visit AmericanPecan.com/for-industry/industry-representatives.



CENTRAL REGION
Mike Spreading (Grower)
Tulsa, OK



WESTERN REGION
Sonja Roeder (Shellar)
Las Cruces, NM



EASTERN REGION
Buck Paulk (Grower)
Ray City, GA



As part of our holiday marketing campaign, American Pecans is sharing Pecan ThanksEverything Pie videos and images on the APC Instagram and Facebook page. You can re-post on your own channels.

Did you know all of these images and videos are also available for download on the Industry Toolkit on AmericanPecan.com (password: pecans18)? Within the "Social Assets" section, you can find holiday campaign photos and videos, as well as general American Pecans content.

We encourage you to post these assets on your personal or business channels to promote pecan usage throughout the holiday season. If you'd like assistance in doing so, please reach out to the APC office at (817) 916-0020 or info@americanpecan.com.



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.

THRILLIST The Best
Thanksgiving
Pies You
Can Buy

delish This Pie Is An Entire
msn Thanksgiving Meal
yahoo! In One, So There's
lifestyle No Need To Cook
This Year

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



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.

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 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!





This month, American Pecans launched The Superpowers of Pecans marketing campaign, designed to drive pecan purchase by educating consumers on the pecan's nutrition benefits in an attention-grabbing way. The campaign showcases an engaging series of comic strip-styled content featuring pecans as nutrition superheroes that support and fuel consumers.

The Superpowers of Pecans is shared on American Pecans' social channels, and advertisements on social media platforms are directly targeting Gen X and Y moms. Each piece of content highlights how delicious, nutritious and versatile pecans can "save the day."



NEWEST INDUSTRY RESOURCES

Superpowers aren't just for consumers – they can power your business, too! Take advantage of The Superpowers of Pecans campaign by checking out the Industry Toolkit at AmericanPecan.com (password: pecans18). You'll find campaign resources such as printable stickers, a promotional flyer, a social media graphic and a superhero mask and coloring sheet.

Use the resources within the Industry Toolkit to educate your own customers, family and friends on the nutrition benefits of American Pecans. Print the mask and coloring page as an activity for kids at your farmer's market booth, at your retail store, or to help with local outreach programs. The stickers are great for packaging, kids' activities and more! Print the downloadable resources at home or a print shop.

Imagery for social media can be downloaded from The Superpowers of Pecans Toolkit page or from the Social Assets Page. You can also share content directly from APC's social channels @AmericanPecan to promote on your personal and business channels.

Questions about how to use the assets?

Email us at industry@americanpecan.com or call 817-916-0020.

NUTRITIOUS CONTENT FROM OUR PECAN PARTNERS



In conjunction with our newest marketing campaign, American Pecans is introducing the latest group of pecan partners, our social media influencers who share nutritious pecan recipe inspiration with their audiences. Three of our current influencer partnerships include Andie Mitchell who you might remember from our Pecan ThanksEverything Pie holiday campaign, as well as Julie Fagan of PB Fingers, and Sonja and Alex Overhiser from A Couple Cooks.

Andie Mitchell's Chinese Chicken Salad with Pecan Butter Dressing is the perfect light lunch during a busy work week. Both Julie Fagan and Sonja and Alex Overhiser shared nutritious breakfast options with their audiences. Whole Wheat Maple Pecan Muffins and Mini Egg Frittatas with Pecans will keep consumers satisfied all day long.

AMERICAN PECANS FEATURED IN POPULAR LIFESTYLE MAGAZINE



The power of pecans was on full display on newsstands coast to coast this month. An American Pecans article appeared in the February 17 issue of *OK!* Magazine in partnership with food bloggers, A Couple Cooks. This popular Gen X couple, who focuses on healthful, household-friendly recipes, educated readers on the nutrition and versatility of The Original Supernut.™

As part of American Heart Month, they share easily-prepared meals that highlight the heart-smart* nature of pecans. The healthy lifestyle tips featuring A Couple Cooks were also shared online, and social posts ran on *OK!*'s Facebook and Instagram channels.

*According to the U.S. Food and Drug Administration, scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pecans, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of pecans (28g) has 18g unsaturated fat and only 2g saturated fat.

GET TO KNOW YOUR COUNCIL REPS

Below are three of your Council members nominated to represent growers and shellers from 15 pecan-growing states across three regions. Reach out to your regional Council representative with any questions, comments, or feedback. To see a complete list, visit AmericanPecan.com/for-industry/industry-representatives.



WESTERN REGION
Louie Salopek (Grower)
Las Cruces, NM



CENTRAL REGION ALTERNATE
Lalo Medina (Grower)
Cedar Creek, TX



EASTERN REGION
Molly Willis (Grower)
Albany, GA

COMPLIANCE AUDITS

If you have been identified as a handler, you may have recently received correspondence regarding an audit for the 2017-2018 crop year or the 2018-2019 crop year. As a Federal Marketing Order, the American Pecan Council has the authority to verify all reports and forms received in the Council office (\$986.79). The APC conducts handler audits on 25 percent of the total identified handlers each crop year.

The purpose of these handler audits is to ensure the accuracy of the data received and then compiled and published in our monthly Pecan Position Industry Reports. These reports enable industry to make more informed decisions based on the market position. The audits are conducted through a third-party company, Moss Adams. If you have any questions regarding the auditing process or the reporting form requirements, please contact the Council office at 817-916-0020.



ELEVATING ALL MEALS WITH PECANS

JOIN US FOR UPDATES

APRIL 21, 2020

Pecan Congress Conference Call

Visit AmericanPecan.com for details

Last month, American Pecans introduced The Superpowers of Pecans marketing campaign, designed to drive pecan purchase by educating consumers through a series of comic strip-styled content featuring pecans as nutrition superheroes.

In support of the campaign, we released a colorful graphic called "Elevate Meals with the Nutrition Superpowers of Pecans" to educate readers on the nutritional value of pecans. The graphic includes data about how consumers try to balance their busy schedules with nutritious eating habits, some of the struggles they face in doing so, and of course, how pecans can help.

The eye-catching visual – which shares the superhero look and feel of the Superpowers campaign – was shared in print and online news outlets across the country.

SUPERPOWERED SURPRISES

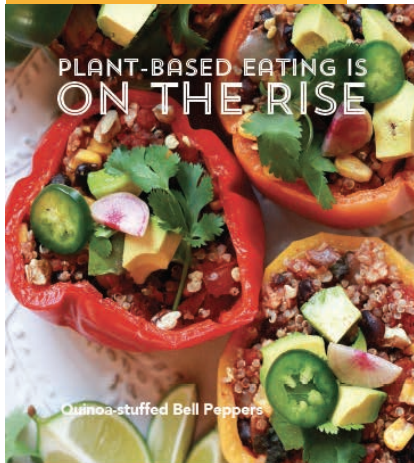
American Pecans is reaching out to social-savvy consumers with some super surprises this month! When an individual comments on a social post from American Pecans during The Superpowers of Pecans campaign, they could be offered a Superpowers Package, complete with American Pecans resources and a "cape-ron" – a fun twist on a traditional apron designed for both cooking and to be worn as a cape for play! They will also receive a small bag of fresh pecans, along with encouragement to post on social media about their favorite ways to eat The Original Supernut™.

This kind of engagement not only puts a sample of tasty and fresh pecans in the hands of interested consumers, but drives brand awareness and loyalty in a tangible and exciting way.

Note: This program will resume following the nationwide response to COVID-19.



PLANT-BASED EATING IS ON THE RISE



Quinoa-stuffed Bell Peppers

In the last several years, consumer demand for plant-based foods has continued to rise. According to Forbes, in 2019, 17 percent of the US population considered themselves "plant-forward," meaning they prefer approximately 70 percent of their meals to contain plant-based, 100 percent clean ingredients.

Plant-based, non-dairy alternatives are changing the choices that consumers make. In fact, a study by the NPD Group found that members of Gen Y are the top consumers of plant-based alternatives, followed by Gen X, showing that our target audience is very interested in trying plant-based foods and recipes.

By highlighting a variety of meatless recipes on AmericanPecan.com, we are elevating pecans as a source of plant-based protein. Visit AmericanPecan.com to check out recipes including Linguine with Cauliflower Pecan Alfredo, Vegetable Stir Fry with Pecans, or Quinoa and Pecan Stuffed Peppers, and take advantage of pecan's plant power as this trend continues to gain momentum.

NEWSLETTER UPDATE

Moving forward, our APC mailed updates will be sent quarterly. Digital newsletters will continue monthly, available via email as well as for PDF download at AmericanPecan.com. To receive the digital newsletter by email, register in the For Industry section of AmericanPecan.com.

If you or someone you know cannot access the monthly digital newsletters, contact us at (817) 816-0020 for a mailed copy of the monthly PDF newsletter.

MEMBER ELECTIONS

Nomination forms for the upcoming election were mailed out March 1. Please note that all nomination forms must be received at the Council office or postmarked by March 31 in order to be valid. The election ballots will be mailed to Industry on April 15. The deadline for the election ballots is May 15. The nomination and election procedures follow the processes outlined in FMO 986.40. If any individual, partnership, corporation, association, or any other business unit has not received a nomination form, please notify the Council office at (817) 916-0020. Please direct all questions regarding the nomination or election process to the Council office or email Jeff Smutny at jsmutny@americanpecan.com.
Nomination Period – March 1-31, 2020
Election Period – April 15 - May 15, 2020



Last month, Chef Abbie Gellman, MS, RDN, CDN and Chef Julie Harrington, RDN featured American Pecans™ in innovative, sweet-and-savory recipes at their first Culinary Nutrition Workshop in NYC. Throughout the workshop, health professionals in attendance had the opportunity to put their learnings into culinary practice by making nutritious, pecan-packed veggie burgers and chocolate-dipped pecans for a perfectly sweet finish to the day.

The next workshop will take place early this summer, with future hands-on workshops featuring American Pecans and their endless culinary possibilities taking place through November. These dates are subject to change, as we continue to monitor and make adjustments for COVID-19 concerns.

PECAN CONGRESS WORKSHOPS

Due to the national concerns regarding COVID-19, the third American Pecan Congress event on April 21, 2020 has been postponed. We hope the event will be rescheduled to August 18, 2020, but more details will follow at a later date. The American Pecan Council meeting on April 22, 2020 will now be hosted via conference call, and no longer in person at the DFW Hyatt. Details for the call-in meeting will be shared within the coming weeks. We appreciate your understanding and apologize for any inconvenience. If you have any questions, please reach out to the office at industry@americanpecan.com or call (817) 916-0020.

SUPER-FY

ENCOURAGES FAMILIES TO GET CREATIVE IN THE KITCHEN

During the recent weeks of experiencing a “new normal,” have you spent more time cooking and baking? If so, you’re not alone, and American Pecans is here to help. We are inspiring consumers to take any meal or snack from standby to super standout simply by adding pecans. The Super-fy campaign demonstrates pecans as a useful kitchen staple to make dishes more delicious and nutritious as families cook and eat more meals at home.

We are reaching out to local and national media to share pecan recipes and nutrition information to inspire consumers as they look for new recipes to try during the duration of their stay-at-home orders. The campaign also includes posts to our American Pecans social media platforms to share inspiration our target audience is currently seeking – like baked goods, recipes with simple instructions so kids can help and learn in the kitchen, and ones using readily available kitchen staples.

RETHINKING FAMILY-FAVORITE MEALS



Earlier this month we released an article called “Family-friendly ways to rethink favorite recipes” to showcase the versatility of pecans, which add nutrition, flavor, and texture to any recipe.

The content is based on research that shows moms want quick but nutritious weeknight meals as they look towards more creative and resourceful ways to cook at home. This is especially relevant in this season of increased at-home dining and busier-than-ever schedules with the demands of first-time homeschooling.

The article encourages consumers to try a few of our popular recipes, including Pecan Chicken Meatballs, Chinese Chicken Salad with Pecans, and Pecan Banana Bread. You can find these recipes on AmericanPecan.com. The article also reminds home cooks to store pecans in the refrigerator or freezer to keep them fresher longer.

In addition to running in news outlets such as *The Oklahoman*, *St. Louis Post-Dispatch*, *Arizona Daily Star* and *Forth Worth Business Press*, the article is being widely shared across social media platforms.



THE BENEFITS OF PAID SOCIAL MEDIA

American Pecans utilizes many marketing tools to engage with consumers, including paid social media – the display of sponsored content to users based on their demographic and interests. Benefits to paid social include targeted brand promotion, better access to mobile users, and real-time insights into campaign effectiveness. It allows American Pecans to target consumers where they already are online.

You likely know our primary target audience is Gen X/Y moms, as they represent the best opportunity to purchase pecans. You might not know that we further segment that audience into four personas – Weight Managers, First Rate Foodies, Techy Trackers, and Veggie-Minded – and use refined attributes and keywords to reach each group with targeted ads.

For example, a Gen X/Y mom who is interested in exercise and healthy-living technology, such as using a Fitbit, is identified as a Techy Tracker. She would be served an ad that talks about pecans to fuel you through a busy, active day. Conversely, a Veggie-Minded mom would be shown an ad that highlights the plant-based protein in pecans. This type of targeted outreach allows us to get a better bang for your industry marketing buck.



INTRODUCING THE PECAN POWERHOUSES NETWORK

We are excited to announce the launch of the Pecan Powerhouses Network, our new membership program focused on engaging with credentialed health and wellness professionals across the country to cultivate pecan fans. The Network launched on March 26, along with the distribution of the Network’s inaugural e-newsletter.

Created to excite and educate the health professional community about the power of pecans as a key part of nourished and balanced lifestyles, the Network provides members with digital and in-person engagement opportunities, including quarterly newsletters with pecan recipes, research features, contest announcements, leadership highlights, and exclusive events.

We’ve developed a “For Health Professionals” tab on the APC website that hosts information on the Pecan Powerhouses Network, the application to join, and helpful resources.

If you are interested in receiving future Pecan Powerhouses newsletters and Network updates, please email industry@americanpecan.com.

APRIL 2020

COUNCIL MEETING RECAP

Due to ongoing national concerns regarding the Coronavirus, the American Pecan Council met virtually on April 22 via conference call for its spring Council Meeting. Thank you to everyone who participated on the call for your cooperation in making the meeting run smoothly.

Topics of discussion included updates from the Committee Chairs on progress made in the areas of governance, international marketing, industry relations, domestic marketing, grades, standards, and research. It was exciting to see the strides industry has made to date, and we look forward to what’s coming down the line. For those unable to join, meeting minutes will be published under the “For Industry” tab on AmericanPecan.com once approved by the Council.

The Council is set to meet again at the Hyatt Regency DFW International Airport on August 18, 2020. More details to come.



TOP-PERFORMING PECAN PARTNERS ARE BACK

American Pecans continues to work with bloggers and social media influencers to share nutritious pecan recipes with their readers. This summer, we are reengaging with some of our most successful Pecan Partners, including Julie Fagan of PB Fingers and Andie Mitchell.

Andie Mitchell's Farro with Pesto, Tomatoes and Pecans is the perfect summertime side dish, and her Chocolate Cream Pie with Pecan Crust is a twist on her husband's favorite dessert and hitting the blog just in time for Father's Day. Julie Fagan's Chopped Broccoli and Brussels Sprouts Salad with Honey Mustard Vinaigrette is a vibrant and nutrient-dense side dish. This salad will stay fresh for multiple days in the refrigerator – perfect for meal prep, or a quick and nutritious snack option.

Let us know if you try one of these or other American Pecans recipes - email us at industry@americanpecan.com.

AMERICAN PECANS SPONSORS QUARANTINE COOK-OFF

This summer, American Pecans is partnering with Live Naturally, Kroger's in-store magazine, by sponsoring the publication's national "Quarantine Keto Cook-Off" online contest. The Cook-Off challenges readers to submit their most delicious and unique keto diet-friendly recipe using ten ingredients or fewer. Winners can receive cool cooking gadgets such as an Instant Pot, Air Fryer, or Paderno Spiralizer.

The engagement delivers on APC's goal of promoting pecans as a nutritious choice that fits a variety of lifestyles, such as the keto diet, which focuses on low carb and high protein. Compared to other major tree nuts, pecans are among the lowest in carbs (4 grams) and the highest in fiber (3 grams) per serving.

The contest will be promoted in the grocery store magazine, which is available in store and included with delivery and pick-up orders. The American Pecans logo will also be promoted to consumers via paid search and paid social during the contest, increasing brand visibility to new consumers.

To learn more about the contest, email us at industry@americanpecan.com.



AMERICAN PECANS FEATURED IN REGISTERED DIETITIAN SEGMENTS

This May, American Pecans was featured on TV segments in local markets including ABC 15 Arizona, CBS 46 Atlanta, and WKYC Studios in Cleveland.

Registered Dietitians Gillean Barkyoub, Annessa Chumbley and Carolyn O'Neil highlight pecans as a nutritious snack and recipe ingredient for any meal of the day. Featured recipes include sweet and savory snack mixes and energy balls, Whole Wheat Pecan Banana Muffins and Mac and Cheese with Pecan Breadcrumbs.

More about our RD partners:

- **Annessa Chumbley** is a mother of two and focuses on recipe creation and conversation that is family friendly.
- **Gillean Barkyoub** focuses on millennial nutrition by connecting with a Gen Y audience through Instagram-worthy food photos, nutrition tips and educational videos.
- **Carolyn O'Neil** is a multi-award-winning journalist, speaker, author and contributor to broadcast, print and digital media platforms.

The segments reached a combined audience of nearly 2 million viewers across broadcast and online, sharing American Pecans' nutrition message and recipes around the country.



NEW SOCIAL ASSETS AVAILABLE IN INDUSTRY TOOLKIT

Check out the new social media materials added to the Industry Toolkit at AmericanPecan.com (password: pecans18). The latest assets, available for download and year-round use, include recipe photos you can post to your personal and business social media channels.

Get your followers excited to try nutritious and delicious pecan recipes, including breakfast options like Pecan, Ginger and Dried Apple Granola, savory dishes like Pecan-Crusted Air Fryer Pork Chops and Mac and Cheese with Pecan Breadcrumbs, and dessert recipes including our popular Chocolate and Pecan Dipped Frozen Bananas.

Have questions about using the social media assets? Email us at industry@americanpecan.com.

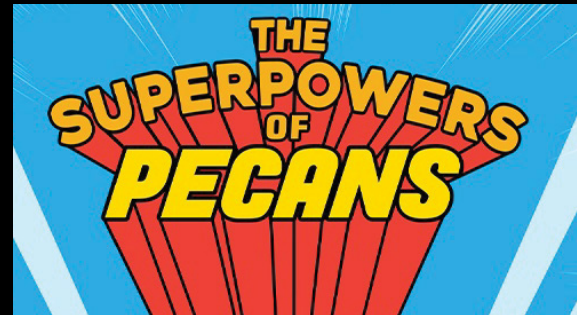


As plant-based eating continues to grow in popularity, it offers a strong opportunity for us to share pecans as a plant-based protein option.

We showed readers around the country how they can easily add pecans to their classic summer dishes through our article, Plant-Based Twists to Classic Summer Dishes. The article ran online and in print papers nationwide more than 2,400 times. Let us know if you try one of these or other American Pecans recipes – email us at industry@americanpecan.com.



Mediterranean Pecan Pasta Salad (above), Grilled Cauliflower Steaks with Pecan Pesto (top)



CAMPAIGN SUCCESS

Our recent Superpowers of Pecans marketing campaign was a great success, including some of our best-yet ROI on paid social media and search advertising. As Americans spent more time online and at home, our digital-first approach paid off.



Since some brands paused paid social efforts at the onset of COVID-19, there was less competition for social media advertising space. Thanks to less competitions and lower costs, as well as increased consumer social media consumption, we had a highly cost-efficient and successful campaign. In fact, a Superpowers smoothie post was viewed by more than 22 million people, the most ever for a single social media post for American Pecans.



Consumer research shows that Americans are snacking a lot these days! American Pecans is leaning into this trend and will soon launch our Super-Fy Snacking marketing campaign. The social content series will show how pecans are perfect for a wide range of snackers, from on-the-go mixes to fresh, seasonal smoothies and energy bites.

WHAT IS YOUR SNACKING STYLE?

We'll draw in consumers with a fun personality quiz to identify their snacking style and direct them to the best pecan snacks on AmericanPecan.com. We are excited to show audiences that no matter their snacking preference, pecans deliver big on both flavor and nutrition. The snacking quiz will be promoted through paid social media and influencer partnerships, and on our own organic channels.



PECAN PARTNERS, RESOURCES AND MORE

Additionally, this campaign will feature more pecan snacking content from our influencers. American Pecans is partnering with health and wellness bloggers, Andie Mitchell and Liz Moody, to show how pecans can be part of a nutritious lifestyle. American Pecans snack recipes will also be featured in retail publications and activations with Registered Dietitians.

Keep an eye out for additional details when the campaign launches, including social media resources available in the Industry Toolkit on AmericanPecan.com (password: pecans18).





Registered Dietitian Mia Syn (above) shared our Chocolate & Pecan Dipped Banana Pop recipe (right) on social media.



FAMILY-FRIENDLY SNACKING

With more families staying at home, overall viewership of local news has increased – leading to higher impressions and engagement with our on-air Pecan Partners.

In a recent segment with CBS 11 in Savannah, Georgia, Registered Dietitian Mia Syn highlighted

the nutrition benefits of pecans and showcased three easy “snackactivities” that are great for getting kids in the kitchen.

The segment featured a variety of kid-friendly snacking favorites, and was amplified to her 135K followers on Facebook and Instagram.



CALLING ALL BREAKFAST LOVERS

We continue to see changes in consumer behaviors driven by COVID-19. One of the advantages of having a marketing program rooted in digital media is our ability to monitor trends and adjust our content in real time to maximize value and impact.

For example, recent Pinterest reports indicated increased searches for homemade breakfasts, while Google Trends continued to show an uptick in searches for cooking and baking.

Breakfast terms are not new to our paid search advertising program, but we shifted some investment to leverage these trends and capture the interest of online recipe seekers.

Thanks to search terms such as “breakfast recipes” and “easy breakfast,” **more than 800 users** clicked on our ads for Baked French Toast with Pecan Crumble in **less than two weeks**. As consumer behaviors change, we’ll continue to evolve our program accordingly.



DELICIOUS SNACKTIME INSPIRATION

More than ever, parents need fun at-home activities to keep kids entertained, as well as easy-to-make snack options to fuel their family – and we’d like to help you serve up inspiration.

Get your customers and social followers excited to super-ify snack time with nutritious and delicious pecan recipes, such as Chocolate Cherry Pecan Snack Mix, Pecan Granola Bars, and more on AmericanPecan.com.

You can download these recipe images from the Industry Toolkit. Save the images onto your own computer, and use however you wish – consider posting on social media pages or printing and including in product orders.



THANK YOU TO OUR SUMMER INTERN

We had a new face helping out around the APC this summer. Alexis Ard is a senior at the University of North Carolina at Chapel Hill, majoring in advertising. Her skillsets in social media advertising and website and graphic design, along with previous experience with the North Carolina Pecan Association, made her a valuable team member. We appreciate all of her contributions this summer.

Included are highlights from our July email newsletters. For the timeliest updates, head to AmericanPecan.com and enter your email under the Industry Registration tab. For assistance, please call our office at 817.232.0055.



IN A NUTSHELL

Live Naturally SUPERHEROES



PECANS

"Traditionally thought of as a dessert nut, pecans are actually a nutritious addition to healthy eating lifestyles," contends the American Pecan Council. And they've got the numbers to back it up. Pecans are the tree nut highest in manganese, a nutrient essential for metabolism and bone health, and cardio-vascularists will be glad to hear that pecans are rock-solid with walnuts for the lowest number of carbohydrates—about 1 percent of your DV* for carbs per serving. They also provide the most monounsaturated fats, which are the kind your heart likes best.

Each 1-ounce serving of pecans provides:
63 percent of your DV for manganese,
14.4 grams of monounsaturated fats, 11
percent of your daily fiber needs and 12
percent of your daily intake needs for thiamine, a
B vitamin that benefits your nervous system.



As we seek to drive demand for pecans nationwide, there is no closer point-of-purchase occasion than the grocery store! We partnered with Live Naturally, Kroger's in-store magazine, for a recipe feature in their Summer/Fall 2020 issue.

With an emphasis on healthy routines and easy recipes, we shared our **Honey Ginger Pecan Snack Mix** and **Chocolate and Pecan Dipped Banana Pops** recipes to 535 different stores.

To add to the celebration, The Original Supernut™ was included as part of a "superheroes" round up with other snack nuts, showcasing some of our unique nutritious qualities and educating readers on pecans as a smart choice.

The magazine is available in-store, as well as in the pick-up orders of take-home shoppers. If you snag a copy, let us know!

CALLING ALL HEALTHY SNACKERS!



This fall, we are expanding our target audience beyond just Gen X/Y moms to reach healthy snackers. We're planning a variety of exciting activations for the holidays (and into the new year) to show that because of their great taste and nutrition, pecans are the no-compromise nut.

We'll start the fiscal year with a creative spin on the **age-old pronunciation debate**—engaging consumers nationwide to hear how they pronounce pecan.

From health and wellness podcast partnerships to a unique Valentine's Day promotion—we are excited to introduce a broader audience to pecans, the "total snacks."

Stay tuned for more updates on upcoming campaigns, and see how you can get involved by checking the newsletter and our social media channels!

LAUNCH OF THE ELECTRONIC REPORTING PLATFORM

In order to streamline and simplify the reporting process, we launched an electronic platform for handlers who submit monthly reporting forms online.

APC will host webinars and post screencast videos as an introduction to the digital platform. A portal quick start was included in the 2020–2021 handler packets as a reference.

All webinar details will be published on the Industry Events page of AmericanPecan.com. We encourage you to tune in to view and participate in any of the programs. If you have questions regarding the portal, please feel free to contact the Council office at (817) 916-0200.



GETTING PECAN RECIPES INTO THE HANDS OF NUTRITIONISTS

A survey, conducted by the APC earlier this year, found that 91% of registered dietitians (RDs) would include pecans in their recommendations if they had recipes for including pecans in salads or side dishes — so we're here to deliver! Throughout August, September and October, we are partnering up with *Today's Dietitian*, a leading trade publication and media network, to distribute American Pecans email e-blasts to

nearly **84,000 RDs and nutrition professionals** all across the country.

This series of e-blasts highlights the many ways pecans can be incorporated into nutritious, convenient and portion-controlled meals year-round — whether it be tasty bowl recipes in August, creative pecan breakfast ideas in September or wholesome holiday cooking through the end of the year.

QA QUALITY ASSURANCE PROGRAM

Consumers are increasingly concerned with how, where, and what practices are used to produce their food. As such, industry has moved forward with the creation of a voluntary quality assurance program.

An industry-driven sustainability program will help address buyer and consumer interest as well as help us progress towards our priorities — as outlined in the APC strategic plan — "to increase

demand for American pecans and provide industry with a path to sustainably grow profitability across the value chain."

Phase one involved the materiality assessment process, which is the fundamental method for determining the priority areas of measurement during standards development. The second phase involved the initial draft of the standard and governance documents. Both phases of the program were completed during the 2019–2020 fiscal year.

If you would like to learn more, please check out the "Consumers Make Their Opinions Known on Where to Get Their Food" article featured in the September issue of *Pecan South* and the October issue of *The Pecan Grower*.

INCLUDED ARE HIGHLIGHTS FROM OUR AUGUST EMAIL NEWSLETTERS.
FOR THE TIMELIEST UPDATES, HEAD TO AMERICANPECAN.COM AND ENTER
YOUR EMAIL UNDER THE INDUSTRY REGISTRATION TAB.
FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.

American
PECANS
THE ORIGINAL SUPERNUT

IN A NUTSHELL

PECANS SHINE

ON THE VIRTUAL STAGE FOR NUTRITION PROFESSIONALS

Throughout June and July, the American Pecan Council joined forces with culinary nutrition experts Abbie Gallman, MS, RDN, CDN and Chef Julie Harrington, RDN, for a four-part virtual culinary nutrition workshop series. This series brought together over 120 nutrition professionals from around the country, gathering to watch Abbie and Julie incorporate American Pecans™ into practical, nutritious recipe ideas that the nutrition pros could then share with their clientele.

96% of attendees felt that American Pecans strongly aligned with the nutrition topics and culinary concepts covered. Here is just a snapshot of the great feedback from the nutrition professionals in attendance:

66

"[Abbie and Julie] did a great job of peppering in culinary tips and ideas for customizing recipes for different clientele."

"I really appreciate the integration with nutrition information and application with cooking skills."

"All sessions [were] geared towards issues many people face daily, so these skills and tools [Abbie and Julie] teach are essential."

99



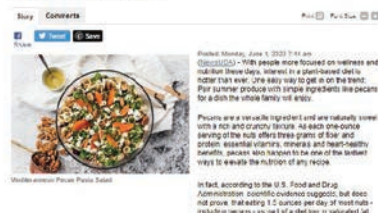
This fall, Abbie and Julie kicked off their latest round of culinary workshops, providing even more participants with nutrition education and new culinary techniques highlighting pecans' power in helping individuals meet personal health goals.



Our advertisement for pecan snacks in Kroger's Live Naturally magazine was distributed to more than 530 stores, alongside an article that showcased the nutrition superpowers of The Original Supernut™.



Plant-Based Twists to Classic Summer Dishes



Inspiring year-round pecan usage starts with showcasing easy options for summer. Our article, "Plant-Based Twists to Classic Summer Dishes," shared pecans as a plant-based protein addition to pasta salad and pesto. The article ran in print and online more than 2,500 times.



USE AMERICAN PECANS MARKETING TO POWER YOUR BUSINESS



In addition to promoting American Pecans coast to coast, we create a wide range of marketing materials you can use to promote your products to consumers — from graphics, photos and video for use on your social media channels and websites, to packaging enhancements, promotional printouts and more.

To access these resources, log into the Industry Toolkit at americanpecan.com/industry-toolkit (password: pecans18). Beyond a wide range of marketing resources, the toolkit houses monthly marketing updates, showing your industry dollars at work.

We exist in service to you! If you have questions about accessing or using these resources, we are always here to help.

Email industry@americanpecan.com, or call our office at 817-916-0020.

CONSUMER CONNECTIONS:

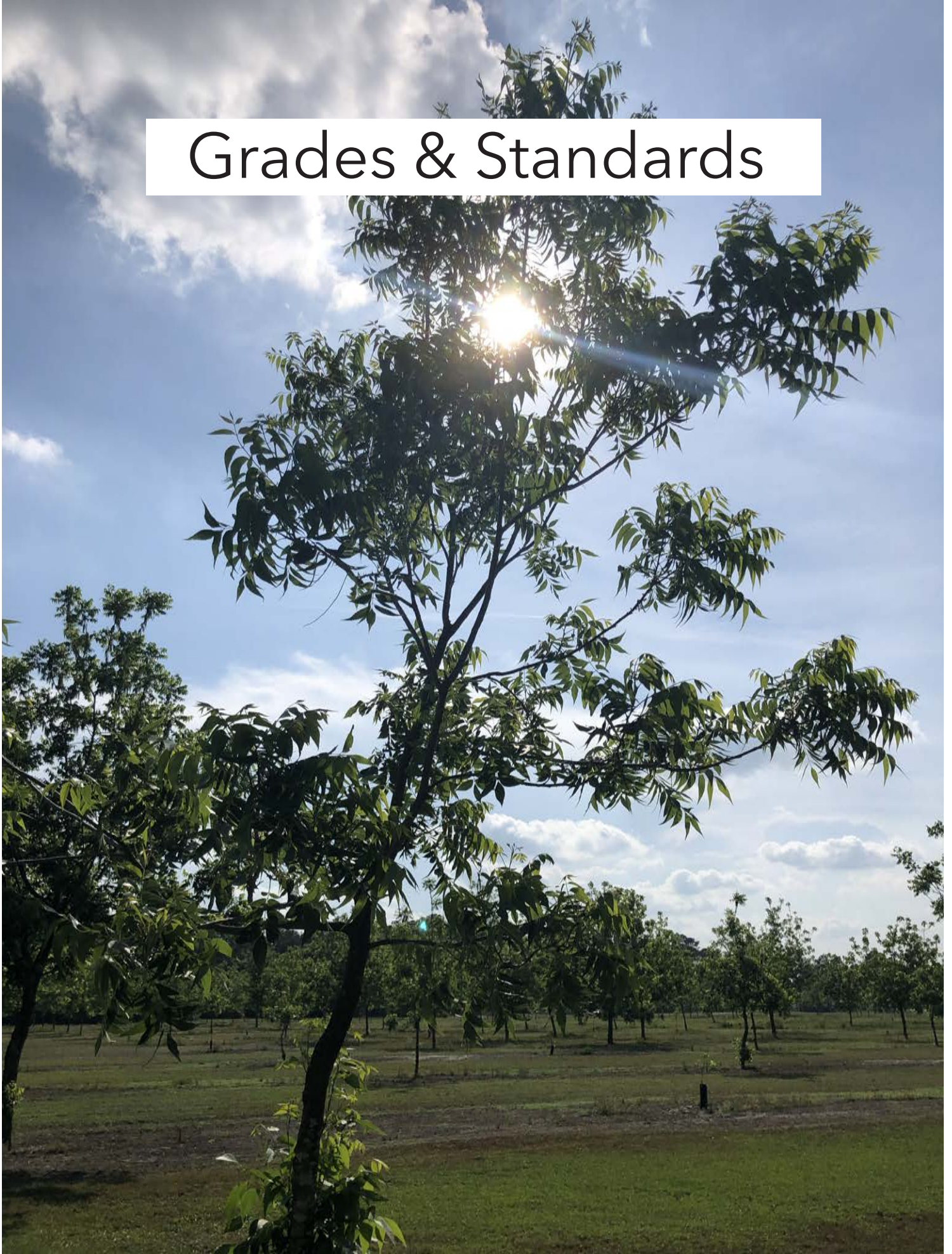
PROMOTING THE ORIGINAL SUPERNUT

Check out some recent highlights of our American Pecans marketing efforts.

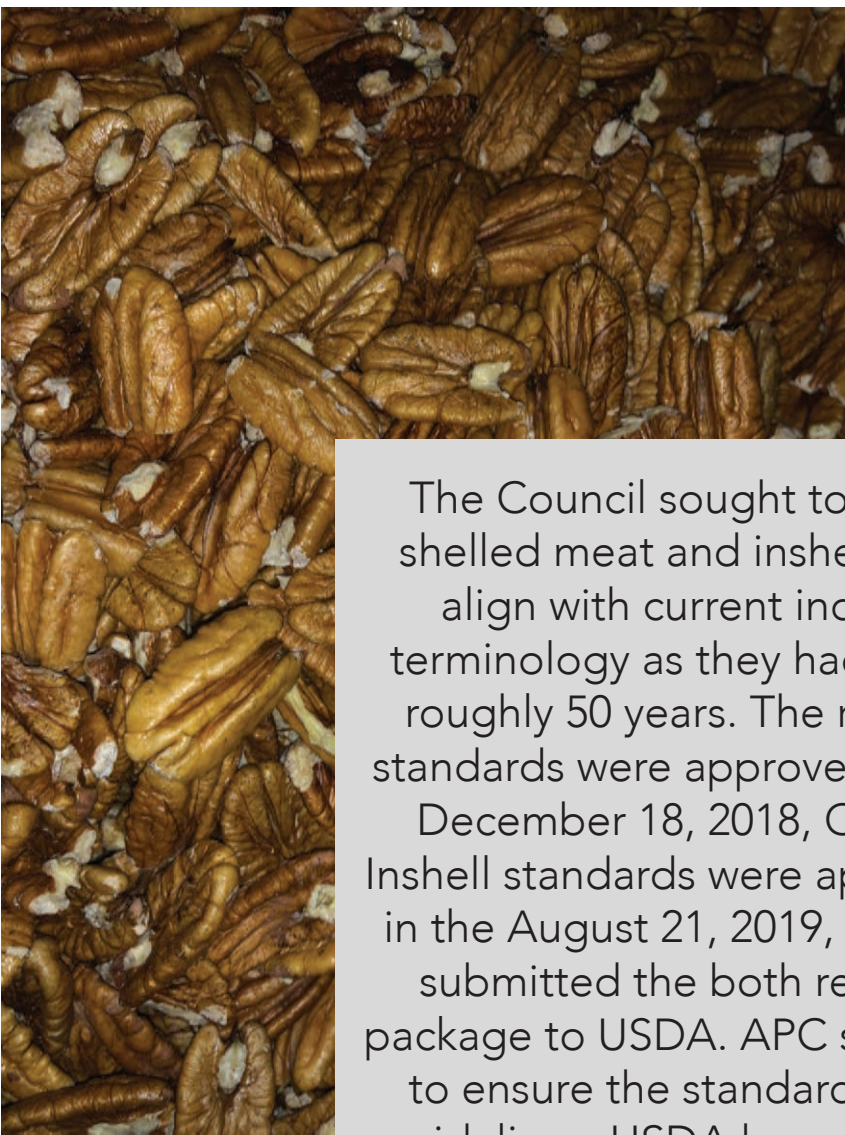
Not only did our AmericanPecan.com site views increase throughout the summer but **two out of every three visitors to the site viewed at least one recipe**, indicating interest in cooking with — and purchasing — pecans.



Grades & Standards



INSHELL & SHELLLED MEATS STANDARDS



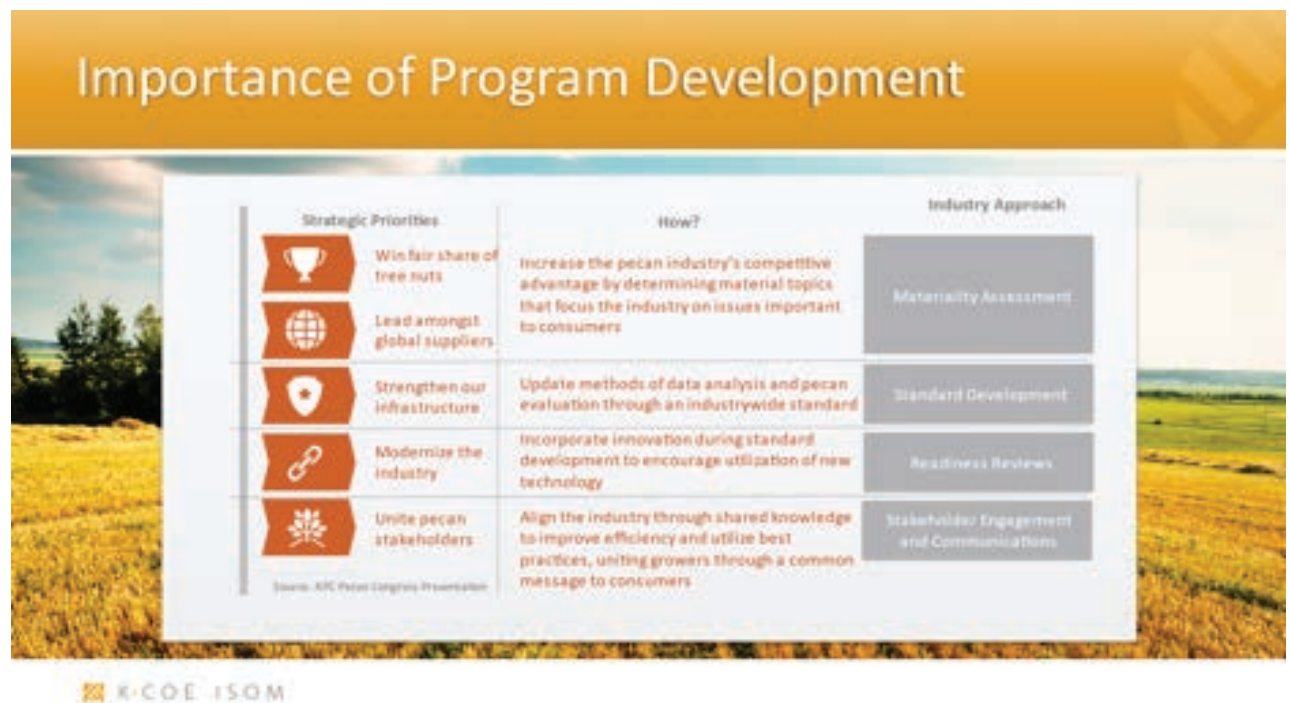
The Council sought to update the previous shelled meat and inshell pecan standards to align with current industry practices and terminology as they had not been revised for roughly 50 years. The revised shelled meats standards were approved by the Council in the December 18, 2018, Council Meeting. The Inshell standards were approved by the Council in the August 21, 2019, Council meeting. APC submitted the both revised standards as a package to USDA. APC staff worked with USDA to ensure the standards aligned with USDA guidelines. USDA has continued to review the standard. Once finalized, the standards will be published in the Federal Register for public comment.



QUALITY ASSURANCE PROGRAM

Background - In 2018, the American Pecan Council contracted with BCG to conduct a long-term strategic plan and vision for the future of the Pecan industry. There were five strategic priorities that arose to address industry challenges identified from the research conducted. One of the priorities was to strengthen the infrastructure of the pecan industry. The strategic plan defines the vision for the future of the pecan industry, "To increase demand for American pecans and provide industry with a path to sustainably grow profitability across the value chain". As a part of the mission of furthering the promotion of American-grown pecans, a quality program was created to highlight conditions under which they are grown and processed. The quality assurance program is aligned with the strategic priorities identified by the U.S. pecan industry and utilizes the 5 corresponding strategic priorities as pillars to guide development.

The U.S. pecan industry is very diverse with growing regions all over the U.S. This program is crafted to create a unified voice for the industry, embracing the differences of geographical locations and harmonizing industry members to an evaluated U.S. pecan industry "standard"



that industry sets to ultimately make a claim at the consumer level through an APC-branded logo, thus driving demand for U.S. grown pecans and adding value to the participating growers and shellers. The program increases the U.S. pecan industry's competitive advantage by identifying issues important to customers and other stakeholders, driving value by aligning the industry under best practices through an industry-wide standard, incorporating innovation during standard development to encourage utilization of new technology, and increase transparency across the supply chain, uniting the industry to provide a safe, quality product. Through the program, the industry can communicate the high quality of U.S. pecan products to consumers. The U.S. Pecan Industry's Quality Assurance Program assures consumers that the pecans they purchase are grown under circumstances that address the identified concerns for the retail/buyers and consumers. With the growing concern on the consumer side to know where their food comes from, this program helps educate the consumers on all the practices involved to bring a tasty high-quality product to their table. There are many laws and regulations that U.S. pecan growers, shellers, and accumulators must be in compliance with setting a high bar for quality. This program showcases the practices of the industry and the collaborative efforts of industry members to position American pecans positively in the global market.

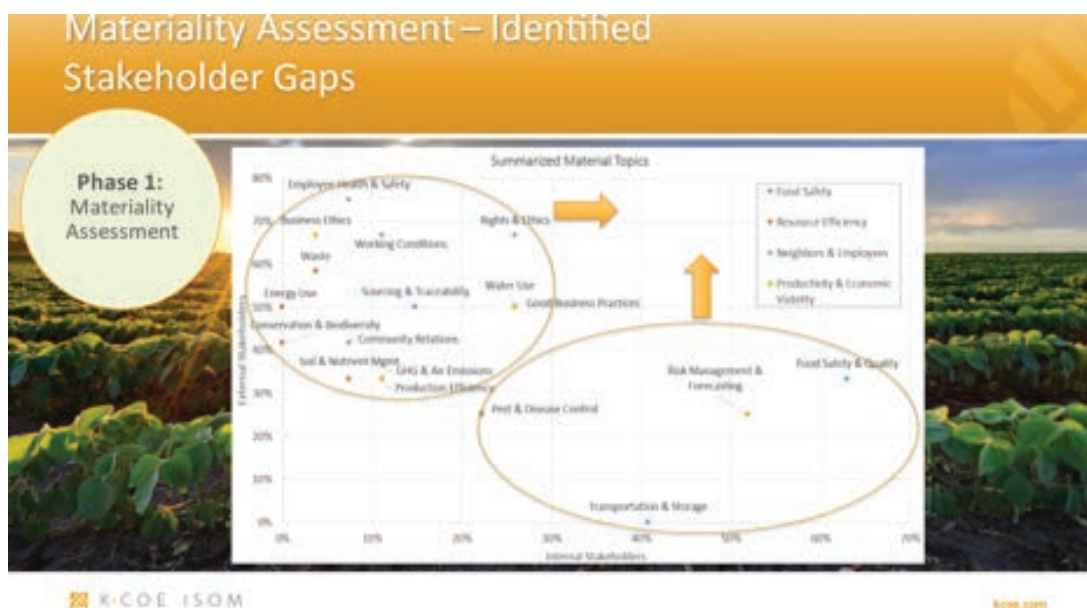
A benefit for implementing a quality and sustainability programs is to drive profitability and efficiency. Studies showed an improvement in market share by a 91% increase in revenue from sustainable products and services. Demonstrating the sustainability of the U.S. pecan product and its high quality can directly impact profitability. By showing that the American Pecan industry has a “seal or bug” based on practices, the industry could leverage the program for higher prices. Consumers want to know where and how their product is grown and processed. There has been an increase of retailers showcasing more sustainable products to their consumers driving both consumer and buyer purchasing decisions. Quality assurance programs also reduce and manage risk and create resilience during economic downturn. According to Forbes, 56% of Americans want both the government and brands to prioritize sustainability.

Phase 1 - The entire project is broken down in 6 phases. The first two phases of the program, the materiality assessment and standard creation, began September 2019. The first phase of the project included performing a materiality assessment for the industry. A materiality assessment is an analysis that helps the industry determine what is most important your industry, customers, and other stakeholders. Once identified, both stakeholder importance and social, environmental, and economic impacts for each topic were assessed and prioritized to determine where the U.S. pecan industry should focus efforts. This analysis helps the industry focus its quality assurance strategy on the most crucial topics, and it lay the foundation for creating an industry-wide quality assurance program that growers and processors can use to unify their efforts, increase efficiencies, and promote a product that is grown and processed under defined standards.

Based on this assessment, the U.S. pecan industry’s material topics were organized into four main categories: Food Safety, Efficient Production & Resource Management, Neighbors & Employees, and Productivity & Economic Viability.



The four material topics are broken down into a variety of sub-topics prioritized industry or internal stakeholders as well as customers and other external stakeholders. These sub-topics are depicted in the graph below. The study APC conducted illuminates the differences between what industry prioritizes versus what external stakeholders prioritize. The goal of the program is to capture what the industry is already doing that customers and other buyers want leveraging existing processes and communicating current alignment with the objective and priorities of the U.S. pecan stakeholders.



Phase 2: Develop the Draft Sustainability Program Standard

Once phase 1 was complete, KCoe Isom began building the program framework and indicators based on the outcomes of the materiality analysis and drafting the sustainability program standard. APC and KCoe also began developing resources to support implementation and encourage participation of the Quality Assurance Program. The governance document and management procedures will allow for continuous improvement as the U.S. pecan industry grows and consumer demands change. The American Pecan Council engaged a Quality Assurance Program working group of industry members to gather input and refine the program standard and governance documentation to ensure the program is relevant and usable across the U.S. pecan industry's various pecan growing regions. The program is being developed by and for the industry. APC has continued to receive guidance from the QAP working group and feedback from other industry members to ensure the program fits well within the diverse industry.

Quality Assurance Program & Governance Requirements

**Phase 2:
Standard
Creation**

| 1 Food Safety and Quality | | | | |
|-----------------------------|----------|-------------------------------|--|---|
| 1.1 Food Safety and Quality | | | | |
| | Priority | Subtopic | Indicator | Practice |
| 1.1.2 | Major | Food Safety Roles | Individuals have designated roles, responsibilities, and resources for food safety management. | An individual is identified to be responsible for food safety compliance of all workers, visitors, contractors, and site personnel in accordance with the food safety plan. 24-hour contact information is provided for the individual in case of an emergency. Roles and responsibilities are communicated throughout the organization. Resources for food safety compliance are provided by management. |
| 1.1.3 | Major | Food Defense Plan | The product is protected from intentional adulteration. | A written Food Defense Plan is in place, including risk mitigation measures. The Food Defense Plan assesses potential risks and threats of intentional adulteration of pecans, specifies measures taken by management to mitigate risks, and addresses both safety and quality concerns. |
| 1.1.4 | Major | Sickness or Injury Protection | Procedures are in place to reduce the risk of contamination of the product from illness or injury. | An Injury and Sickness Policy is in place to prevent contamination from illness or injury, including how to handle or dispose of food products or food contact surfaces that have been in contact with blood or bodily fluids. All individuals who show signs of illness or have injuries involving blood or bodily fluids are restricted from working in areas where they may come in contact with the food product or food contact surfaces. Injuries and illnesses are immediately reported to management. Individuals with minor cuts/abrasions may continue to work without restricted access if the minor injury is covered by an appropriate bandage or glove. |

KCOE ISOM KCOE.com

In the upcoming fiscal year, APC and KCoe will continue to enlist industry members and the Quality Assurance Program working group for additional input and feedback to finalize the standard and documents for the program.

Carbon Assessment Services

On top of developing the quality assurance program, APC has begun exploring industry opportunities related to the anticipated development of carbon markets. There is still significant uncertainty as these markets get up and going. APC continues to have conversations with experts and industry members about how to best position the industry to take advantage of opportunities presented.

The American Pecan Council (APC) contracted with Land IQ to conduct a U.S. Pecan Acreage Survey. Previously, the U.S. pecan industry relied on voluntary USDA NASS surveys to estimate production volume and acreage in the United States. Land IQ's project utilized satellite imaging to identify pecan acreage across the 15 growing states. The use of modern technology gives the American pecan industry a more detailed and accurate summary of acreage. 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

Mapping for Eight Major Producing States

Beginning with the 2017 crop year, Land IQ has produced an eight-state assessment of "improved" pecan acreage. The eight states analyzed included Alabama, Arizona, California, Georgia, Louisiana, New Mexico, Oklahoma and Texas. Land IQ completed the mapping of pecan acreage for Alabama, Georgia, Louisiana, Oklahoma and Texas for the 2018-19 year.

After the acreage was mapped, an analysis of age was performed for all 2017 mapping. Land IQ utilized a time-series analysis to determine when the acreage was planted. Approximately 66% of acres were planted prior to 1989.

Hurricane Michael Impacts

Hurricane Michael, which hit the southeast region in October of 2018, had significant impacts on the pecan growers in that area. Utilizing the base mapping from 2017 and recently available imagery from 2019 from USDA NAIP, Land IQ completed the mapping to determine the impacts of the hurricane on pecan acreage.

Remaining Seven States Mapping

In order to capture the entire industry (15 states), the scope was expanded to include the seven remaining states including Arkansas, Florida, Kansas, Mississippi, North Carolina and South Carolina.



American Pecan Council

INDUSTRY-WIDE MATERIALITY ASSESSMENT

December 20, 2019



K·C O E
I S O M

Background

There is seemingly no limitation to the number of topics and issues an industry can track and focus on. Conducting a materiality assessment helps the industry focus its quality assurance strategy on the most crucial topics, and it lays the foundation for creating an industry-wide quality assurance program that growers and processors can use to unify their efforts, increase efficiencies, and promote a product that is grown and processed under defined standards.

Since the industry operates across more than 15 states, it is important to develop an industry-wide quality assurance program that meets the needs and priorities of all the industry's geographic regions, as well as the various industry stakeholders. Thus, using well-established global and national guidance for quality assurance program development and reporting is important. For the purposes of your program, two frameworks were identified as drivers for the materiality assessment:

- Global Reporting Initiative (GRI)
- ISO 9001:2015 Quality Management Systems – Context of the organization

Approach

Performing a materiality assessment is the fundamental method for measuring the importance of topics during standards development. A materiality assessment is an analytical process that identifies the range of topics that are important and deserve attention. Naturally, different stakeholders and regions will have different perspectives on the materiality of certain topics. This reinforces the need to establish and document criteria for how priorities are determined in such a diverse industry. Assessing the materiality of various focus areas is an effective way for the U.S. pecan industry to set priorities and determine which issues should be the focus of planning and implementing an industry-wide quality assurance standard.

Approach: Global Reporting Initiative (GRI)

When developing an industry-wide quality assurance program, it is important to assess materiality using the GRI framework, as it is a globally-recognized standard that provides an evaluation process for materiality. Materiality is defined as the threshold at which topics become sufficiently important that they should be reported. Under GRI Standards, relevant topics that merit inclusion in the standard are those that may 'reasonably be considered important' for reflecting the industry's economic, environmental and social impacts or potentially influence the decisions of stakeholders.

According to GRI, material topics should be identified based on two dimensions:

1. The significance of the organization's economic, environmental, and social impacts¹;
2. Their substantive influence on the assessments and decisions of stakeholders.

¹ According to GRI, 'impacts' refers to the effects an organization has on the economy, the environment, and/or society, which in turn can indicate its contribution (positive or negative) to sustainable development.

A combination of internal and external factors are used in this assessment to determine whether a topic is material, including factors discovered in the interviews, surveys, and desktop research, such as:

- Alignment with an organization's overall mission and strategic plan;
- Concerns identified via stakeholders;
- Broader social expectations; and
- The industry's influence on upstream entities (suppliers) and downstream entities (customers).

In some cases, the material topics identified through external stakeholder engagement may differ from the industry's internal priorities. Under the GRI methodology, however, those material topics are included since they inform decisions made by external stakeholders and support the industry's efforts to address key stakeholder concerns.

Approach: ISO 9001:2015 Quality Management Systems

In accordance with Requirement 4 of ISO 9001:2015 Quality Management Systems, this summary analysis considers the context of the organization – the U.S pecan industry. Using both external and internal input, a comprehensive quality assurance program is a systematic approach that requires context.

The American Pecan Council has implemented several key steps to developing a successful quality assurance program in accordance with ISO 9001:2015 Quality Management Systems:

4.1 Understanding the organization and its context – Internal and external issues that are relevant to the U.S pecan industry's strategic direction, affecting its ability to achieve intended results, have been considered and analyzed.

4.2 Understanding the needs and expectations of interested parties – Interested parties that are relevant to the creation of a quality management system have been determined by the APC and contacted as part of the materiality assessment to obtain their unique perspectives on critical issues and topics. See Step 1 of the Materiality Assessment Process, below, for a list of participants.

4.3 Determining scope of the quality management system – The scope of this assessment consists of the products and services of the U.S. pecan industry. The identified products are pecans grown in the U.S., and identified services are processing and value-add opportunities provided to the market.

This materiality assessment summary defines what quality assurance means for the U.S. pecan industry by identifying key topics within the program. The assessment defines what each topic means to the industry based on potential impacts, current importance, and potential risks / opportunities for its members and the industry overall.

Materiality Assessment Process

In accordance with the GRI approach described above, this materiality summary analysis is based on a two-dimension analytical process:

Step 1: Internal Stakeholder Engagement

Internal stakeholders were interviewed and surveyed in regards to key aspects of quality assurance and sustainability to assess their importance through the lens of their roles within, and relationship to, the U.S. pecan industry. Engaging internal stakeholders helped identify the short- and long-term priority topics of the industry's quality assurance program. Engaging internal stakeholders early in this quality assurance journey increases transparency and integrates an industry-wide perspective, including growers, shellers, and industry representatives from across U.S. pecan-growing regions.

Priority topics were identified as material based on an evaluation of their level of importance. The level of importance articulates the critical, important, and strategic goals for each focus area (critical being the most material, strategic being the least material), based on a combination of internal and external factors. In this materiality assessment, the level is determined by assessing the number of metrics customers or stakeholders publish for a specific topic; combined with the percentage of the supply chain customers that are publishing standards and / or metrics in the topic. The following assessment categories are used:

A critical topic is:

- An impact, risk, or opportunity that is reasonably estimable through sound investigation;
- A top sustainability interest raised by external stakeholders/customers;
- A top interest and expectation of industry members, including growers, and processors;
- A recognized, significant challenge for the pecan/food industry as reported by peers and competitors;
- Strategically significant to relevant laws and regulations; and,
- Significantly aligned with your strategic plan (e.g., values, priorities, objectives) and current management.

An important topic is:

- An impact, risk, or opportunity that is reasonably estimable through sound investigation;
- A key sustainability interest raised by external stakeholders/customers;
- A key interest and expectation of industry members, including growers, and processors;
- May be applicable to relevant laws and regulations now or in the future; and,
- A topic that enables short- and long-term organizational success.

A strategic topic is:

- An impact, risk, or opportunity that needs more investigation for reasonable estimation;
- Of long-term interest to external stakeholders/customers;
- May be applicable to relevant laws and regulations in the future; and,
- A topic that enables long-term organizational success.

Summarized Material Topics

The U.S. pecan industry's material topics can be organized into four main categories:

Food Safety

Efficient Production & Resource Management

Neighbors & Employees

Productivity & Economic Viability

The graph below summarizes the results of the materiality assessment, showing the percentage of internal stakeholders concerned about each material topic on the x axis and percentage of external stakeholders with published metrics or standards regarding each material topic on the y axis.

Summarized Material Topics



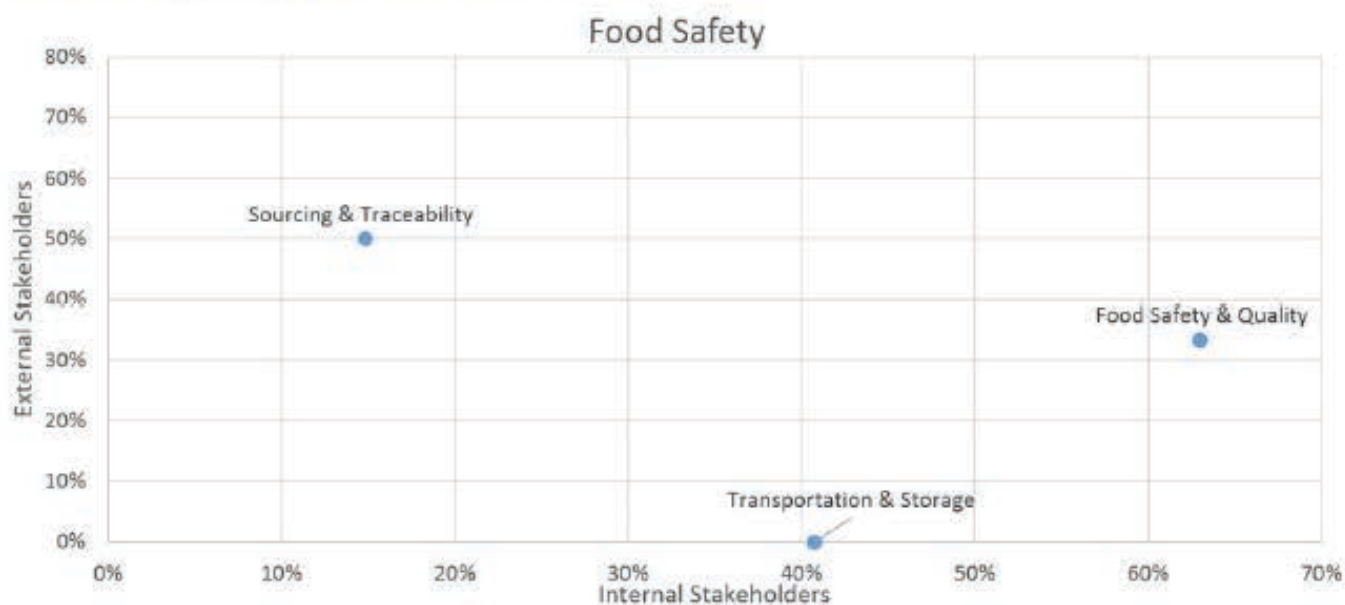
In determining which topics are considered material, the assessment has taken into account the following factors:

- Reasonably estimable economic, environmental, and/or social impacts;
- The interests and expectations of internal stakeholders specifically invested in the organization, including APC staff and industry representatives;
- Broader economic, social, and/or environmental interests and topics raised by external stakeholders, including key customers for the U.S. pecan industry and external organizations concerned with sustainability for the food and agriculture sector;
- The main topics and future challenges for a sector of the U.S pecan industry;
- Laws and regulations of strategic significance to the U.S pecan industry and its stakeholders;
- Key organizational values, policies, strategies, operational management systems, goals, and targets;
- The core competencies of the U.S pecan industry and the manner in which it can contribute to sustainable development;
- Consequences for the U.S pecan industry which are related to its impacts on the economy, the environment, and/or society;
- Material topics are appropriately prioritized in the report.

The material topics identified are consistent with the outcomes of the stakeholder engagement process. Each category and material topic is described in further detail in the following sections.

Material Topics: Food Safety

The U.S. pecan industry must consider food safety strategies and anticipate changes to regulations to mitigate risk and to ensure the industry remains safe and profitable. The summary analysis below prioritizes the food safety topics as analyzed across internal and external stakeholders:



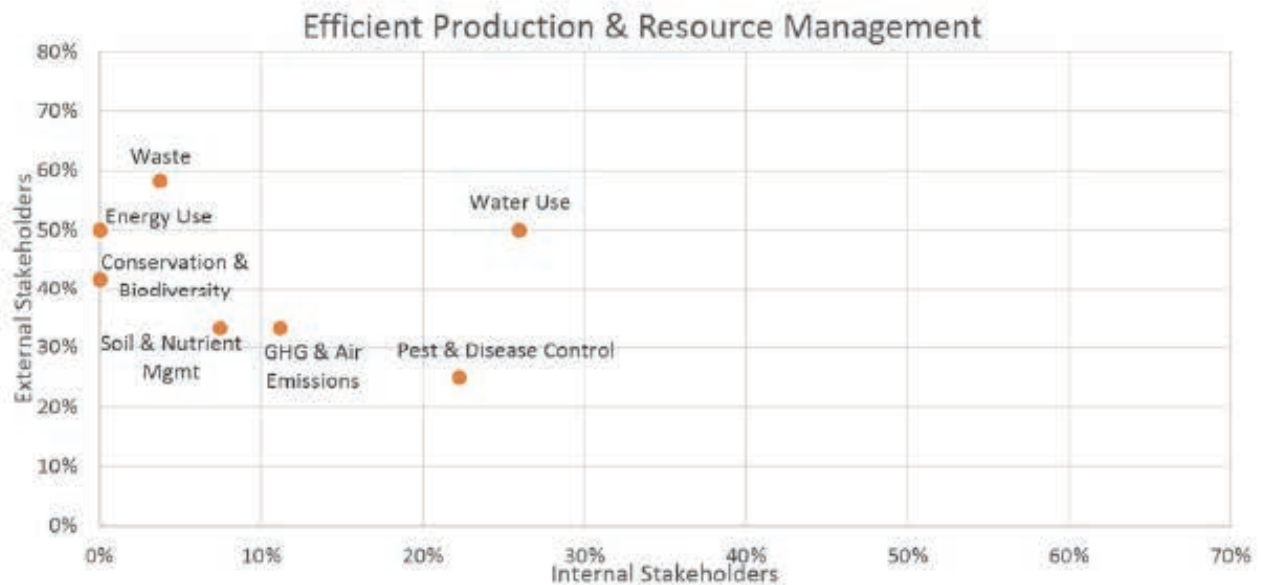
Under the GRI Standards framework, key topic areas must be defined by their boundary⁶. This is also an important input to the industry-wide strategy and action planning. Thus, the topics of importance and their associated boundaries are included in the table below:

| TOPIC | LEVEL | BOUNDARY | CONTEXT TO THE BOUNDARY |
|----------------------------|-----------------|---------------|---|
| FOOD SAFETY AND QUALITY | <i>Critical</i> | Sheller Level | Given your investments and advancements in food safety, this topic is critical to pecan shelling operations to produce quality, safe products (consumer or ingredients). It also applies to facilities where products are stored prior to delivery to the customer or distributor. Additionally, it includes practices and measures to ensure the quality of the product is maintained throughout the supply chain until the product is received by the end consumer. |
| | | Grower Level | This topic includes on-farm practices under FSMA Produce Safety Rule to ensure food safety in the orchards/groves and promotes practices and innovations on-farm to drive quality. |
| SOURCING AND TRACEABILITY | <i>Critical</i> | Sheller Level | This topic applies to the industry in consideration of the fact that the APC does not have operational control over the grower or processor operations. Sourcing and traceability apply through engagement, collaboration and influence with growers and producers. Sustainable sourcing programs for other ingredients or materials should also be considered to meet social and environmental outcomes (e.g., waste reduction, social responsibility). |
| | | Grower Level | Growers should engage in this topic so that consumers and customers who engage with the industry understand where pecans come from and how they are grown. There are significant opportunities for highlighting family-ownership and multiple generations on the farm. |
| TRANSPORTATION AND STORAGE | <i>Critical</i> | Sheller Level | Given your investments and advancements in food safety, this topic is critical to your transportation network to deliver quality, safe products (consumer or ingredients). It also applies to distribution facilities where products are stored prior to delivery to the customer. Additionally, it includes practices and measures to ensure the quality of the product is maintained throughout the supply chain until the product is received by the end consumer. |
| | | Grower Level | This topic includes on-farm practices under FSMA Produce Safety Rule to ensure food safety in the orchards/groves and promotes practices and innovations on-farm to drive quality. |

⁶ According to GRI, a topic boundary is a description of where the impacts occur for a material topic, and the organization’s involvement with those impacts.

Material Topics: Efficient Production & Resource Management

Efficient production and resource management topics at the grower and processing levels are important in order to optimize production, profitability, and customer relations as part of quality assurance. The summary analysis below prioritizes the efficient production and resource management topics as analyzed across internal and external stakeholders:



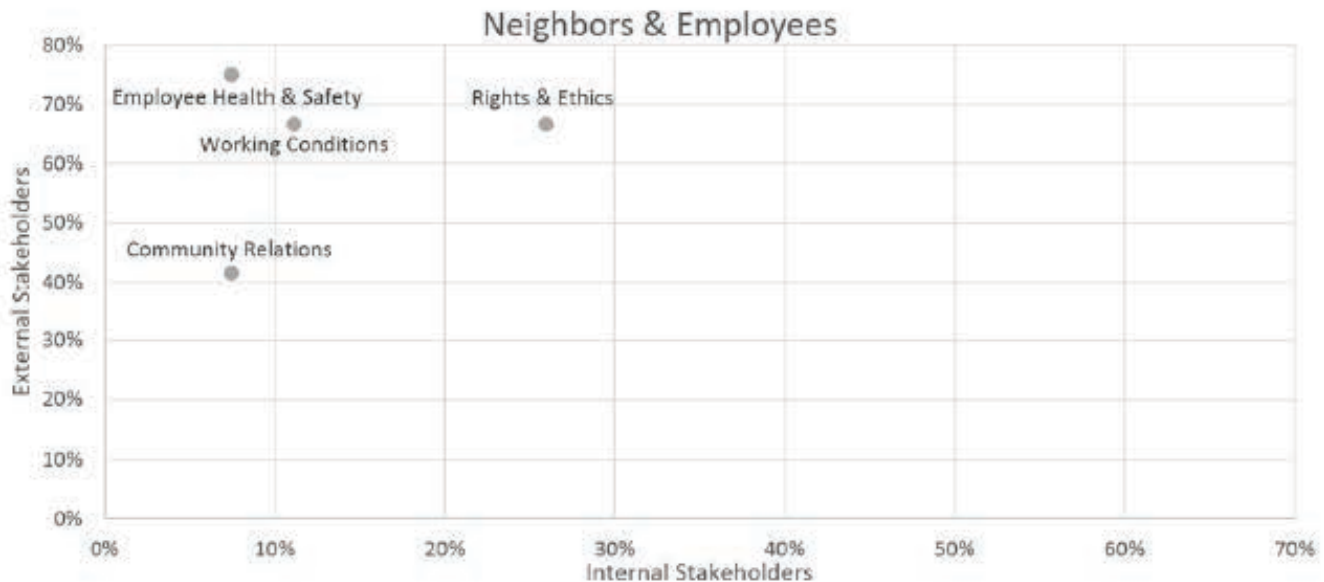
Under the GRI Standards framework, key topic areas must be defined by their boundary. This is also an important input to the industry-wide strategy and action planning. Thus, the topics of importance and their associated boundaries are included in the table below:

| TOPIC | LEVEL | BOUNDARY | CONTEXT TO THE BOUNDARY |
|----------------------------------|-----------------|---------------|---|
| WATER USE | <i>Critical</i> | Sheller Level | This boundary refers to the amount of water used, and where the water is sourced (e.g., groundwater, surface, municipal) per operational activity (e.g., shelling, processing). It also includes opportunities for water re-use and recycling. |
| | | Grower Level | Water conservation and irrigation management techniques are important topics to your internal stakeholders and customers. Growers manage water inputs under state regulatory requirements. For growers in the western region, drought and other water scarcity issues are of concern. In the east, copious rainfall can create pest management issues. |
| PEST AND DISEASE CONTROL | <i>Critical</i> | Sheller Level | If pesticides are used for fumigation, it is considered a material environmental topic. To the extent that future technologies may be used in lieu of pesticides, this issue may not be as relevant in the future. |
| | | Grower Level | Pesticides, fungicides, and herbicides are managed as a key topic for environmental outcomes and cost efficiencies. Growers manage agricultural chemicals through state regulatory requirements, often requiring sprays to be done by a licensed individual. As a key input for production, efficient use of agricultural chemicals can help growers reduce input costs. |
| SOIL AND NUTRIENT MANAGEMENT | <i>Critical</i> | Grower Level | Soil health and nutrient management are key topics for environmental outcomes, production, plant health, and economics. Growers manage nutrients through state regulatory requirements. Soil health promotes healthy orchards and sequesters carbon. Regulations in CA and other states may apply to soil health considerations as carbon markets are being formed. |
| GREENHOUSE GAS AND AIR EMISSIONS | <i>Critical</i> | Sheller Level | This boundary refers to the amount of estimated greenhouse gas emissions (using well-established GHG protocols) for Scope 1 and 2 greenhouse gas emissions boundary. It also refers to Scope 3 emissions generated through certain activities (i.e. suppliers, employee travel, and commuting). |
| | | Grower Level | To the extent practicable, fuel and energy use on-farm, as well as nutrient application, should be estimated in Scope 3 greenhouse gas emissions boundary. Understanding the pecan industry's GHG footprint will be important to external stakeholders and customers. |
| WASTE | <i>Critical</i> | Sheller Level | This boundary applies to all solid, hazardous, and production-related waste that is generated by processing products and operating processing facilities. Utilization and by-products from the production process and packaging (primary, secondary, etc.) are included. Recycling and re-use of materials is also included. Food waste may also be addressed in this topic area. |
| | | Grower Level | This boundary applies to all waste generated on-farm, including old machinery and equipment, used supplies, and water discharge/runoff from operations. It also includes and chemical spills (i.e. gas, ag chemicals, etc.). The grower should consider opportunities to reduce, reuse, and recycle to support conservation and cost benefits. |

| TOPIC | LEVEL | BOUNDARY | CONTEXT TO THE BOUNDARY |
|-------------------------------|------------------|---------------|--|
| ENERGY USE | <i>Important</i> | Sheller Level | This boundary refers to the amount of energy and the type of energy (e.g. electricity, fuels, renewables) used per operational activity (e.g. shelling, processing). |
| | | Grower Level | Fuel and energy use on-farm should be included in your energy assessment to the extent that the information is available and thus, included in Scope 3 greenhouse gas emissions boundary. Fuel and energy conservation can be maximized through management practices on-farm and must be balanced with economic considerations. |
| CONSERVATION AND BIODIVERSITY | <i>Strategic</i> | Sheller Level | This topic is not deemed material to your shelling or processing operations. To the extent that your physical footprint expands or changes significantly, conservation practices and habitat conservation measures may need to be taken. |
| | | Grower Level | Habitat conservation and maintaining biological diversity is important to stakeholders. Strategically addressing this topic with growers and leveraging information with your external stakeholders and customers will be important. However, further investigation to identify specific metrics and appropriate actions is needed to address the topic in the short- and long-term. |

Material Topics: Neighbors and Employees

Engaging employees and neighbors demonstrates the pecan industry's social responsibility commitments, an important aspect of a quality assurance program. The summary analysis below prioritizes the social responsibility topics as analyzed across internal and external stakeholders:



Under the GRI Standards framework, key topic areas must be defined by their boundary. This is also an important input to the industry-wide strategy and action planning. Thus, the topics of importance and their associated boundaries are included in the table below:

| TOPIC | LEVEL | BOUNDARY | CONTEXT TO THE BOUNDARY |
|--|------------------|---------------|--|
| EMPLOYEE HEALTH AND SAFETY | <i>Critical</i> | Sheller Level | This topic applies to all employees, but the degree to which safety procedures apply may vary across different job descriptions. Driving towards 'zero harm' through implementing standards across operations demonstrates the industry's commitment to providing a safe workplace. |
| | | Grower Level | Farm-level regulations vary by state, and generally apply to all employees who are not family members. This also includes regular safety training on industry-specific topics. |
| RIGHTS AND ETHICS (I.E. NON-DISCRIMINATION, WORKPLACE ABUSE, HARASSMENT PREVENTION) | <i>Critical</i> | Sheller Level | This topic applies to all employees and is a regulatory requirement in the U.S. and at the state level. |
| | | Grower Level | State Departments of Agriculture in each state may provide resources, outreach, technical assistance, and decision-making power to socially disadvantaged farmers and ranchers. |
| WORKING CONDITIONS (I.E. WORKING HOURS, WAGES, BENEFITS) | <i>Critical</i> | Sheller Level | This topic applies to all employees. Assessment of wages and working hours is largely driven by regulatory requirements in the U.S. and individual states. Employee benefit programs for wellness, health, and other work-life balance programs are also somewhat regulatory-driven, but certain programs go above and beyond to demonstrate the industry's commitment to its people. |
| | | Grower Level | This topic applies to all employees. Assessment of wages and working hours is largely driven by regulatory requirements in the U.S. and individual states. Employee benefit programs for wellness, health, and other work-life balance programs are also somewhat regulatory-driven, but certain programs go above and beyond to demonstrate the industry's commitment to its people. |
| COMMUNITY RELATIONS | <i>Important</i> | Sheller Level | This topic applies to all locations where a significant employment presence exists. The community may be defined as the local city/town, the state of operation, or national / global programs you are engaged in as an organization. The community can be philanthropic, governmental, grass-roots, or industry-oriented organizations. Individual community contributions from employees on their own time, or not conducted through American Pecan Council or other company initiatives, are not considered within scope (e.g., personal contributions to a religious or community organization). |
| | | Grower Level | This topic applies to all locations where growers are operating and are voluntarily engaging in the community. The community may be defined as the local city/town, the state of operation, or national programs the organization engages with. |

Material Topics: Productivity and Economic Viability

The U.S. pecan industry must be profitable to be sustainable and to implement its strategic plan. Managing inputs, throughput, and output across the industry is of utmost importance for maximum returns across the industry. The summary analysis below prioritizes the economic topics as analyzed across internal and external stakeholders:



Under the GRI Standards framework, key topic areas must be defined by their boundary. This is also an important input to the industry-wide strategy and action planning. Thus, the topics of importance and their associated boundaries are included in the table below:

| TOPIC | LEVEL | BOUNDARY | CONTEXT TO THE BOUNDARY |
|---------------------------------|------------------|---------------|--|
| BUSINESS ETHICS | <i>Critical</i> | Sheller Level | This topic applies to all operational activities and employees of shellers and processors. Companies should have appropriate policies in place. Employees and leadership across the industry should act with integrity – including the core principles of anti-corruption and bribery, confidentiality, anti-competitive practices, and transparency in business transactions. |
| | | Grower Level | Likewise, growers should be practicing and documenting appropriate business ethics as outlined above. |
| GOOD BUSINESS PRACTICES | <i>Critical</i> | Sheller Level | This topic applies to all operational activities and employees of shellers and processors. Processors should conduct accounting, recordkeeping, and efficient tracking of necessary KPIs to measure business outcomes. Shellers should also use proper grades and standards for product assessments. Industry-wide grades and standards would bring consistency throughout the supply chain and across various growing regions. They can be used as a strategic tool to develop expectations of quality. |
| | | Grower Level | Growers should conduct accounting, recordkeeping, and efficient tracking of necessary KPIs to measure business outcomes. Growers should also use proper grades and standards for product assessments. Industry-wide grades and standards would bring consistency throughout the supply chain and across various growing regions. They can be used as a strategic tool to develop expectations of quality. |
| RISK MANAGEMENT AND FORECASTING | <i>Critical</i> | Sheller Level | This topic applies to all operational activities. GRI requires disclosure of management approach and risk activities around topics such as climate, water, etc. Risk management should include transaction structuring considerations to avoid substantial risk to both parties. Effective transaction structuring within the industry can accelerate unification of the industry while decreasing the risk of price volatility. |
| | | Grower Level | Growers need to engage in risk management and forecasting activities to mitigate risk and to enable better decision-making to be made. Risk management should include transaction structuring considerations to avoid substantial risk to both parties. Effective transaction structuring within the industry can accelerate unification of the industry while decreasing the risk of price volatility. |
| PRODUCTION EFFICIENCY | <i>Important</i> | Sheller Level | This topic applies to the processing operations to produce the products (consumer or ingredients). Multiple KPIs exist within the industry to address this topic. |
| | | Grower Level | Farm production efficiency includes aspects such as yield, resource efficiency, etc. |

AMERICAN PECAN COUNCIL – 2017 ACREAGE & AGE UPDATE

INTRODUCTION

Accurate and current information on constantly changing acreage and location of crops is critical for market, production and environmental applications. Growers and commodity groups need to understand the impacts of land use, crop location, crop change, acreage, tree age and best management practices on environmental attributes and impacts such as water quality, air quality, disease, and/or pest vectors. Conversely, environmental factors, such as climate change and sensitive habitats, increasingly influence how much and where these crops are grown.

Historically, the American Pecan Council (APC) has relied upon the input from growers as well as surveys conducted by the United States Department of Agriculture (USDA) – National Agricultural Statistics Service (NASS) to determine pecan acreage nationwide. USDA utilizes the Fruit and Nut Survey each year through phone and mail surveys of growers and handlers to determine acreage, yield, price and value of production. This method is unlikely to achieve 100% completeness and there is no way to detect growers that are planting pecans for the first time or those that respond erroneously or not at all.

In response to this need for accurate information by the APC, an eight (8) state, orchard by orchard assessment of improved acreage was developed for the 2017 crop year. These results have been achieved in a timely and cost-effective manner using remote sensing crop mapping methodology in combination with agronomic knowledge, ground truth data, and an overall comprehensive orchard by orchard approach.

APPROACH

Land IQ draws upon multiple lines of evidence including agronomic and remote sensing knowledge, unique field boundaries, robust verification, customized image analysis, artificial intelligence, and machine learning algorithms to classify pecan orchards.

For each year mapped, the following steps were taken:

1. **Imagery Acquisition**

Evaluate and acquire imagery from various sources based upon cost and spectral, spatial and temporal resolution suitability.

2. Field Boundary Delineation

Utilize imagery and other resources to delineate individual fields defined as a homogenous crop. These boundaries are not legal boundaries of the property and do not include roads, homes or farmsteads. Irrigated field boundary positional accuracies are +/- 6 feet at a 95% confidence interval.

3. Direct Classification

Utilize multiple lines of evidence including canopy size, spacing, patterns and morphology to differentiate pecan orchards from other tree and annual crops.

4. Remote Sensing Analysis

Utilize custom image analysis, artificial intelligence, and sometimes machine learning algorithms to determine crop type. This allows for the differentiation of pecan orchards from other tree and annual crops.

MAPPING & AGE RESULTS

Beginning with the 2017 crop year, Land IQ has produced an eight-state assessment of “improved” pecan acreage. Orchards are considered “improved” when they have been planted and managed in a way to achieve maximum commercial yield potential with modern production systems. Native systems, often found along river beds and these generally unmanaged orchards were not delineated.

Table 1 describes the acreage found in each state, along with the average field size in 2017. Figure 1 shows the percentage of pecan acreage that resides in each state. A full account of acreage by county in each state is provided in a separate excel worksheet for APC’s reference.

TABLE 1. 2017 PECAN ACREAGE

| State | Number of Orchards | Acreage | Average Field Size |
|------------|--------------------|---------|--------------------|
| Georgia | 10,311 | 180,093 | 17.47 |
| Texas | 5,930 | 87,289 | 14.72 |
| New Mexico | 4,573 | 50,636 | 11.07 |
| Arizona | 788 | 26,094 | 33.11 |
| Alabama | 1,675 | 18,049 | 10.78 |
| Louisiana | 2,116 | 15,789 | 7.46 |
| Oklahoma | 675 | 9,704 | 14.38 |
| California | 262 | 4,806 | 18.34 |
| Total | 26,330 | 392,459 | |

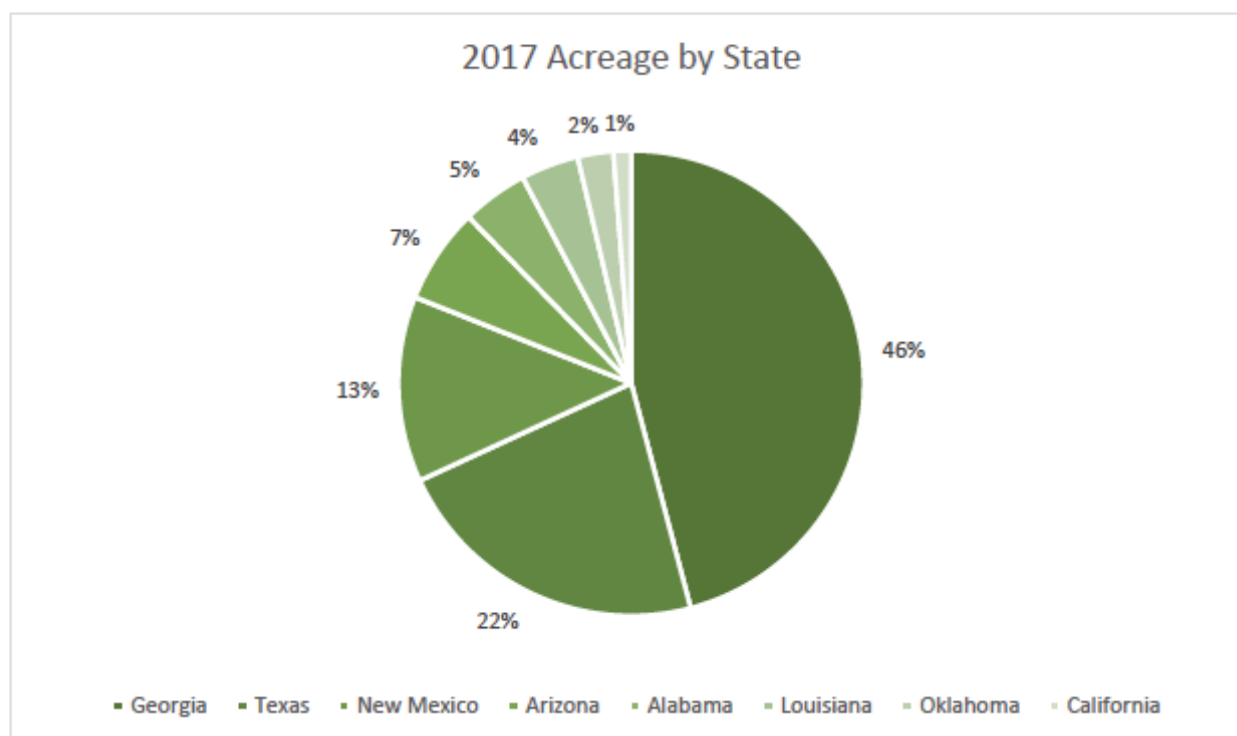


FIGURE 1. PERCENTAGE OF PECAN ACREAGE THAT EXISTS IN EACH STATE

The Land IQ acreage, in comparison to the acreage published by USDA-NASS is significantly different. It is important to note that the Land IQ estimate is only “improved” orchards and does not take into account “native” production, as USDA-NASS does. Table 2 describes the acreage differences by state.

TABLE 2. 2017 PECAN ACREAGE IN COMPARISON TO USDA-NASS

| State | Land IQ Acreage ¹ | USDA - NASS Acreage ² | Difference |
|--------------|------------------------------|----------------------------------|----------------|
| Georgia | 180,093 | 120,000 | 60,148 |
| Texas | 87,289 | 115,000 | -26,857 |
| New Mexico | 50,636 | 43,500 | 7,807 |
| Arizona | 26,094 | 16,000 | 10,093 |
| Alabama | 18,049 | 8,400 | 9,644 |
| Louisiana | 15,789 | 12,300 | 3,531 |
| Oklahoma | 9,704 | 86,000 | -76,250 |
| California | 4,806 | 3,600 | 1,231 |
| Total | 392,459 | 404,800 | -10,653 |

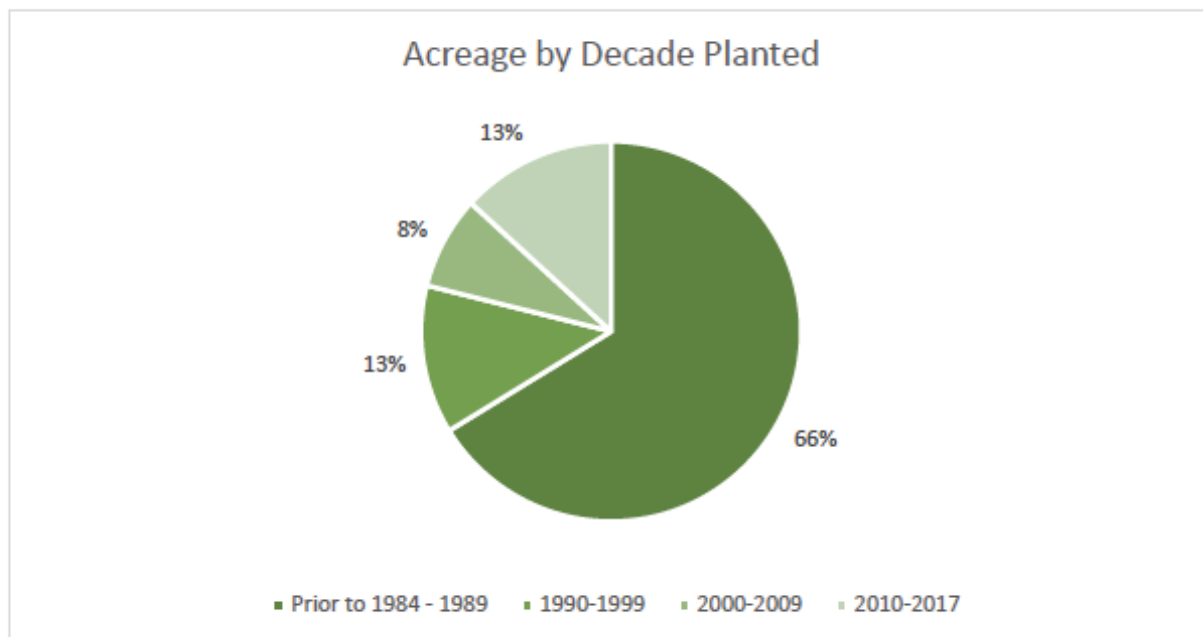
¹ Land IQ acreage only accounts for “improved” orchards.

² USDA-NASS acreage incorporates both “improved” and “native” orchards.

Land IQ's age analysis is performed using a time-series analysis to find the point in which the orchard became bare ground. Imagery is available starting in 1984, thus all orchards that were planted prior to this date will have a plant date of "Prior to 1984". A full account of acreage by age by county in each state is provided in a separate excel worksheet for APC's reference. Table 3 expresses the acreage by age blocks and Figure 2 expresses the same data as a percentage.

TABLE 3. ACRES PLANTED BY DECADE

| Timeframe Planted | Acres |
|----------------------|----------------|
| Prior to 1984 - 1989 | 260,008 |
| 1990-1999 | 49,601 |
| 2000-2009 | 31,057 |
| 2010-2017 | 51,793 |
| Total | 392,459 |



AMERICAN PECAN COUNCIL – ACREAGE UPDATE FOR GEORGIA, NEW MEXICO AND ARIZONA

INTRODUCTION

Accurate and current information on the dynamic acreage and location of crops is critical for environmental, marketing, and production applications. Growers and commodity groups need to understand the impacts of land use, crop location, crop change, acreage, tree age and best management practices on environmental properties such as water and air quality, disease, and/or pest vectors. Conversely, environmental factors, such as climate change and sensitive habitats, increasingly influence how much and where these crops are grown.

Historically, the American Pecan Council (APC) has relied upon grower input together with surveys conducted by the United States Department of Agriculture (USDA) – National Agricultural Statistics Service (NASS) to determine pecan acreage nationwide. NASS conducts phone and mail surveys of pecan growers and handlers to provide an estimate of bearing acreage, yield, price and value of production, published in their annual Noncitrus Fruits and Nuts Summary. This survey was historically conducted in eight pecan-growing states but was reduced to five in the 2020 summary. Nationwide county-level pecan acreage is released by NASS only every five years in their Census of Agriculture. These surveys are unlikely to achieve 100% completeness, and there is no way to detect growers that are planting pecans for the first time, those that fail to respond or that respond erroneously.

In response to this need for timely, accurate information by the APC, an orchard-by-orchard assessment of improved pecan acreage was completed for the 2016 or 2017 crop year for eight major pecan-growing states. In the NASS Census of Agriculture for 2017, these 8 states accounted for 92.5% of the total improved pecan acres in the United States. With imagery from the 2019 crop year released for 23 states by the National Agriculture Imagery Program (NAIP), a program administered by the USDA Farm Service Agency, an updated assessment of pecan acreage has been completed for the states of Georgia, New Mexico, and Arizona.

APPROACH

Land IQ draws upon on multiple lines of evidence including agronomic and remote sensing knowledge, unique field boundaries, robust verification, customized image analysis, artificial intelligence and machine learning algorithms to classify pecan orchards.

For each year mapped, the following steps were taken:

- 1. Imagery Acquisition**

Evaluate and acquire imagery from various sources based upon cost and spectral, spatial and temporal resolution suitability.

- 2. Field Boundary Delineation**

Utilize imagery and other resources to delineate individual orchards defined as a homogenous crop. These boundaries are not legal boundaries of the property and do not include roads, homes or farmsteads. Irrigated field boundary positional accuracies are +/- 6 feet at a 95% confidence interval.

- 3. Direct Classification**

Utilize multiple lines of evidence including canopy size, spacing, patterns and morphology to differentiate pecan orchards from other tree and annual crops.

- 4. Remote Sensing Analysis**

Utilize custom image analysis, artificial intelligence, and machine learning algorithms to determine crop type. This allows for the differentiation of pecan orchards from other tree and annual crops. Accuracy assessments are performed using statistical probability and validated against ground truth information.

ACREAGE & AGE RESULTS

Consistent with the original eight-state assessment of improved pecans produced by Land IQ, orchards are considered “improved” when they have been planted and managed in a way to achieve maximum commercial yield potential. Native systems, often found along riverbeds and unmanaged, were not delineated.

As this was the second mapping for these states, the initial reported acreage for each state has been revised slightly. This adjustment is due to the inclusion of fields (primarily small orchards) that were planted prior to the initial mapping year but that were missed in the first pass over each state. There were also some removals of fields or portions of fields that were not pecans (e.g. houses, ponds, native vegetation, another tree crop).

The first mapping of New Mexico used a combination of imagery sources, some of which were newer than 2016 NAIP, so the revised estimate provides a retrospective 2016 acreage.

The second mapping was conducted using 2018 NAIP imagery for New Mexico (Table 1) and 2019 NAIP imagery for Georgia and Arizona (Tables 2 and 3).

Table 1. 2018 New Mexico Pecan Acreage

| | Acres |
|--|-----------------------|
| 2017 previous acreage estimate | 50,636 ¹ |
| Acres added to previous estimate (missed fields) | 515 |
| Acres removed from previous estimate (were not pecans or were planted after 2016 NAIP) | (2,456) ¹ |
| 2016 Revised New Mexico Pecan Acreage | 48,695 (-3.8%) |
| Newly Planted Acres (after 2016) | 3,660 |
| Acres Removed | (19) |
| 2018 New Mexico Pecan Acreage | 52,327 |
| Increase from 2016 | 3,632 (7.5%) |

¹ This was the acreage reported during the first mapping but included some orchards planted after 2016.

Table 2. 2019 Georgia Pecan Acreage

| | Acres |
|--|------------------------|
| 2017 previous acreage estimate | 180,093 |
| Acres added to previous estimate (missed fields) | 5,923 |
| Acres removed from previous estimate (were not pecans) | (274) |
| 2017 Revised Georgia Pecan Acreage | 185,742 (+3.1%) |
| Newly Planted Acres (after 2017) | 13,402 |
| Acres Removed (1,465 Hurricane Michael, 535 other) | (2,000) |
| 2019 Georgia Pecan Acreage | 197,144 |
| Increase from 2017 | 11,402 (6.1%) |

Table 3. 2019 Arizona Pecan Acreage

| | Acres |
|--|-----------------------|
| 2017 previous acreage estimate | 26,094 |
| Acres added to previous estimate (missed fields) | 567 |
| Acres removed from previous estimate (were not pecans) | (172) |
| 2017 Revised Arizona Pecan Acreage | 26,489 (+1.5%) |
| Newly Planted Acres (after 2017) | 1,839 |
| Acres Removed | (85) |
| 2019 Arizona Pecan Acreage | 28,243 |
| Increase from 2017 | 1,754 (+6.6%) |

The Land IQ acreage is significantly different than the acreage reported by USDA-NASS. Table 4 compares the USDA-NASS acreage estimate to that of Land IQ for 2017 and 2019.

Table 4. Major States Acreage Summary

| State | Mapping Year(s) | 1 st Mapping | 2 nd Mapping | NASS 2017 | Difference |
|--------------|-----------------|-------------------------|----------------------------|----------------|--------------------|
| Alabama | 2017 | 18,049 | | 8,168 | 9,881 |
| Arizona | 2017/2019 | 26,489 | 28,243 | 25,988 | 501 |
| California | 2017 | 4,806 | | 6,075 | (1,269) |
| Georgia | 2017/2019 | 185,742 | 197,144 | 161,401 | 24,341 |
| Louisiana | 2017 | 15,789 | | 8,801 | 6,988 |
| New Mexico | 2016/2018 | 48,695 | 52,327 | 50,722 | (211) ¹ |
| Oklahoma | 2017 | 9,704 | | 24,709 | (15,005) |
| Texas | 2016 | 87,289 | | 82,066 | 5,223 |
| Total | | 396,563 | 413,351² | 367,930 | 28,633 |

¹ The difference of the average of 2016 and 2018 mapping was used to compare to 2017 NASS Census.

² The sum of acreage of those states that have been mapped twice and the acreage from the first mapping of the other states.

Planting year was updated for the fields added in the second update, which were either newly planted or were missed in the initial mapping effort. Some additional updates were made to the planting year when inaccuracies were noted during the second mapping effort and final review. A summary of acreage by planting year by state is included in an attached Excel spreadsheet.



Data & Statistics

AMERICAN PECAN COUNCIL

Pecan Industry Position Report

For the One Year Ended August 31, 2019

INTER-HANDLER TRANSFERS OF PECANS

| | One Year |
|-----------------------------|--------------------|
| Inshell Pounds Transferred: | |
| Improved | 85,342,697 |
| Native/Seedling | 5,536,541 |
| Substandard | 16,045,185 |
| Total | <u>106,924,423</u> |

YEAR-END INVENTORY

| | Average Price Per Pound | Committed | | Uncommitted | Total |
|---------------------------------|----------------------------|-------------------|-------------------|-------------------|--------------------|
| | | Export | Domestic | | |
| Inshell: | | | | | |
| Improved | \$ 1.74 | 1,022,492 | 12,796,190 | 31,820,470 | 45,639,152 |
| Native/Seedling | \$ 1.18 | -0- | 7,460,186 | 4,562,686 | 12,022,872 |
| Substandard | \$ 0.81 | 239,220 | 296,749 | 2,509,083 | 3,045,052 |
| Total | | <u>1,261,712</u> | <u>20,553,125</u> | <u>38,892,239</u> | <u>60,707,076</u> |
| Shelled: | | | | | |
| | Shell-Out/Yield | | | | |
| Halves | | 4,224,924 | 16,608,588 | (1,293,348) | 19,540,164 |
| Pieces | | 605,250 | 22,308,288 | 14,569,267 | 37,482,805 |
| Work In Process | | -0- | 34,890 | 204,149 | 239,039 |
| Total | 48% | <u>4,830,174</u> | <u>38,951,766</u> | <u>13,480,068</u> | <u>57,262,008</u> |
| Total Inventory (Inshell Basis) | | <u>10,922,060</u> | <u>98,456,657</u> | <u>65,852,375</u> | <u>175,231,092</u> |

U.S. PECAN HANDLED THROUGHOUT THE YEAR

| | |
|-----------------|--------------------|
| Improved | 193,235,038 |
| Native/Seedling | 14,664,822 |
| Substandard | 21,308,100 |
| Total | <u>229,207,960</u> |

Data may be revised or updated as more information is provided.
\$986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yeild of 50% (multiplying the shelled meats by "2"). The form automatically makes this calcualtion.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

For the One Month and Two Months Ended October 31, 2019

| | One Month | Two Months |
|-----------------------------------|-------------|--------------|
| Shipments: | | |
| Shelled Meats: | | |
| Retail/Grocery/Export | 17,424,330 | 30,659,071 |
| Inter-handler Transfers Shipped | 204,370 | 232,205 |
| Inter-handler Transfers Received | (1,027,989) | (1,788,520) |
| Total Shelled Meats | 16,600,711 | 29,102,756 |
| Inshell: | | |
| Retail/Grocery/Export | 2,699,197 | 7,515,096 |
| Inter-handler Transfers Shipped | 6,172,387 | 10,348,774 |
| Inter-handler Transfers Received | (7,279,490) | (12,189,227) |
| Total Inshell Meats | 1,592,094 | 5,674,643 |
| Total Shipments (Inshell Basis) | 34,793,516 | 63,880,155 |
| Total Pecans in Inventory: | | |
| Shelled Meats | 57,131,782 | |
| Inshell | 32,619,691 | |
| Total (Inshell Basis) | 146,883,255 | |
| Commitments to Ship: | | |
| Meats: | | |
| Domestic-Shelled Meats | 47,920,235 | |
| Export-Shelled Meats | 9,156,545 | |
| Total Meats | 57,076,780 | |
| Inshell: | | |
| Domestic-Inshell | 107,185 | |
| Export-Inshell | 490,883 | |
| Total Inshell | 598,068 | |
| Less: Contracts to Purchase: | | |
| Shelled Meats | (240,500) | |
| Inshell | (5,495,517) | |
| Total Commitments (Inshell Basis) | 108,775,111 | |

Data may be revised or updated as more information is provided.
 \$986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

For the One Month and Two Months Ended October 31, 2019

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | One Month | Two Months |
|---|-----------|------------|
| Inshell Exported for Shelling: | | |
| Mexico | 943,241 | 4,096,234 |
| Total Inshell Exported for Shelling | 943,241 | 4,096,234 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | 83,333 | 1,754,543 |
| Total Shelled Meats - Produced in U.S. Inshell Returned to U.S. | 83,333 | 1,754,543 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | One Month | Two Months |
|-----------------------|-----------|------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Mexico | 687,900 | 1,102,015 |
| Total Shelled Meats | 687,900 | 1,102,015 |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | - | 47,641 |
| Mexico | 2,164,934 | 2,499,844 |
| Total Inshell | 2,164,934 | 2,547,485 |
| Total (Inshell Basis) | | |
| Argentina | - | 47,641 |
| Mexico | 3,540,734 | 4,703,874 |
| Total (Inshell Basis) | 3,540,734 | 4,751,515 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

For the One Month Ended October 31, 2019

2019 - 2020 - Current

One Month and Two Months Ended October 31, 2019

| World Region | 2019 - 2020 - Current | | | | | | | |
|---------------|-----------------------|------------|-----------|------------|--------------|------------|-----------------------|------------|
| Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | One Month | Two Months | One Month | Two Months | One Month | Two Months | One Month | Two Months |
| Africa | | | | | | | | |
| Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Egypt | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Africa | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Asia | | | | | | | | |
| China | 18,900 | 57,900 | 940,341 | 2,269,241 | -0- | -0- | 978,141 | 2,385,041 |
| Hong Kong | -0- | 1,698 | 381,959 | 851,409 | -0- | -0- | 381,959 | 854,805 |
| India | 7,500 | 15,000 | -0- | -0- | -0- | -0- | 15,000 | 30,000 |
| Japan | 23,250 | 54,750 | -0- | -0- | -0- | -0- | 46,500 | 109,500 |
| Kuwait | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Malaysia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Philippines | -0- | 3,360 | -0- | -0- | -0- | -0- | -0- | 6,720 |
| Qatar | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Singapore | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| South Korea | 129,300 | 285,600 | -0- | -0- | -0- | -0- | 258,600 | 571,200 |
| Thailand | 17,550 | 17,550 | 55,100 | 55,100 | -0- | -0- | 90,200 | 90,200 |
| Taiwan | -0- | 35,970 | -0- | -0- | -0- | -0- | -0- | 71,940 |
| Vietnam | 81,000 | 81,000 | -0- | -0- | -0- | -0- | 162,000 | 162,000 |
| Total Asia | 277,500 | 552,828 | 1,377,400 | 3,175,750 | -0- | -0- | 1,932,400 | 4,281,406 |

2019 - 2020 - Current

One Month and Two Months Ended October 31, 2019

| World Region | 2019 - 2020 - Current | | | | | | | |
|--------------------------|-----------------------|------------|-----------|------------|--------------|------------|-----------------------|------------|
| Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | One Month | Two Months | One Month | Two Months | One Month | Two Months | One Month | Two Months |
| Australia/Oceania | | | | | | | | |
| Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Europe | | | | | | | | |
| Austria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Belgium | 40,500 | 71,100 | -0- | -0- | -0- | -0- | 81,000 | 142,200 |
| Czech Republic | -0- | 5,400 | -0- | -0- | -0- | -0- | -0- | 10,800 |
| Denmark | 80,400 | 196,080 | -0- | -0- | -0- | -0- | 160,800 | 392,160 |
| France | 236,190 | 317,190 | -0- | -0- | -0- | -0- | 472,380 | 634,380 |
| Germany | 103,560 | 475,860 | -0- | -0- | -0- | -0- | 207,120 | 951,720 |
| Greece | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Italy | -0- | 40,500 | -0- | -0- | -0- | -0- | -0- | 81,000 |
| Latvia | -0- | 1,440 | -0- | -0- | -0- | -0- | -0- | 2,880 |
| Lithuania | -0- | 40,500 | -0- | -0- | -0- | -0- | -0- | 81,000 |
| Netherlands | 260,700 | 613,620 | -0- | -0- | -0- | -0- | 521,400 | 1,227,240 |
| Norway | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Poland | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Russia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Slovenia | 3,600 | 3,600 | -0- | -0- | -0- | -0- | 7,200 | 7,200 |
| Spain | -0- | 61,470 | -0- | -0- | -0- | -0- | -0- | 122,940 |
| Sweden | 54,090 | 58,590 | -0- | -0- | -0- | -0- | 108,180 | 117,180 |
| Switzerland | 92,760 | 176,760 | -0- | -0- | -0- | -0- | 185,520 | 353,520 |
| United Kingdom | 226,950 | 454,200 | -0- | -0- | -0- | -0- | 453,900 | 908,400 |
| Total Europe | 1,098,750 | 2,516,310 | -0- | -0- | -0- | -0- | 2,197,500 | 5,032,620 |

2019 - 2020 - Current

One Month and Two Months Ended October 31, 2019

| World Region | 2019 - 2020 - Current | | | | | | | |
|-----------------------|-----------------------|------------|-----------|------------|--------------|------------|-----------------------|------------|
| Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | One Month | Two Months | One Month | Two Months | One Month | Two Months | One Month | Two Months |
| Middle East | | | | | | | | |
| Israel | -0- | 155,400 | -0- | -0- | -0- | -0- | -0- | 310,800 |
| Jordan | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Lebanon | 4,500 | 17,940 | -0- | -0- | -0- | -0- | 9,000 | 35,880 |
| Saudi Arabia | -0- | 42,000 | -0- | -0- | -0- | -0- | -0- | 84,000 |
| Turkey | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| United Arab Emirates | 15,900 | 18,240 | -0- | -0- | -0- | -0- | 31,800 | 36,480 |
| Total Middle East | 20,400 | 233,580 | -0- | -0- | -0- | -0- | 40,800 | 467,160 |
| North America | | | | | | | | |
| Canada | 854,370 | 1,582,485 | 3,044 | 26,294 | -0- | -0- | 1,711,784 | 3,191,264 |
| Mexico | -0- | -0- | 89,015 | 199,015 | 64,420 | 128,840 | 153,435 | 327,855 |
| Total North America | 854,370 | 1,582,485 | 92,059 | 225,309 | 64,420 | 128,840 | 1,865,219 | 3,519,119 |
| South American | | | | | | | | |
| Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Peru | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total South America | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Exports | 2,251,020 | 4,885,203 | 1,469,459 | 3,401,059 | 64,420 | 128,840 | 6,035,919 | 13,300,305 |
| Total Domestic | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Grand Total Shipments | 2,251,020 | 4,885,203 | 1,469,459 | 3,401,059 | 64,420 | 128,840 | 6,035,919 | 13,300,305 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

For the One Month and Two Months Ended October 31, 2019

| <u>Variety Name</u> | <u>One Month</u> | <u>Two Months</u> |
|---------------------|-------------------|-------------------|
| Inshell | | |
| Blends/Mixed Budded | 976,836 | 976,919 |
| Bradley | -0- | -0- |
| Caddo | 426,460 | 426,460 |
| Cape Fear | 181,252 | 371,758 |
| Cheyenne | 40,402 | 40,402 |
| Creek | 136,710 | 136,710 |
| Desirable | 2,400,931 | 2,867,388 |
| Desirable Type | 348,837 | 353,007 |
| Eastern Schley | 72,877 | 72,877 |
| Elliott | 714,096 | 753,024 |
| Excel | 497,366 | 497,366 |
| Moneymaker | 491,774 | 491,774 |
| Pawnee | 2,815,976 | 3,062,934 |
| Stuart | 311,258 | 607,746 |
| Sumner | 97,131 | 253,602 |
| Western Schley | 2,643,900 | 6,678,440 |
| Wichita | 295,288 | 1,020,708 |
| Other | 529,672 | 536,842 |
| Native/Seedling | 626,577 | 626,652 |
| Substandard | 211,243 | 654,158 |
| Total Varieties | <u>13,818,586</u> | <u>20,428,767</u> |

Variance in data may occur due to lack of variety breakdown provided. Data may be revised or updated as more information is provided.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

For the One Month and Three Months Ended November 30, 2019

| | <u>One Month</u> | <u>Three Months</u> |
|-----------------------------------|--------------------|---------------------|
| Shipments: | | |
| Shelled Meats | | |
| Retail/Grocery/Export | 16,674,203 | 47,333,274 |
| Inter-handler Transfers Shipped | 164,488 | 396,693 |
| Inter-handler Transfers Received | (2,161,912) | (3,950,432) |
| Total Shelled Meats | <u>14,676,779</u> | <u>43,779,535</u> |
| Inshell | | |
| Retail/Grocery/Export | 7,642,477 | 15,157,573 |
| Inter-handler Transfers Shipped | 7,584,178 | 17,932,952 |
| Inter-handler Transfers Received | (22,915,027) | (35,104,254) |
| Total Inshell Meats | <u>(7,688,372)</u> | <u>(2,013,729)</u> |
| Total Shipments (Inshell Basis) | <u>21,665,186</u> | <u>85,545,341</u> |
| Total Pecans in Inventory: | | |
| Shelled Meats | 54,243,863 | |
| Inshell | 59,190,985 | |
| Total (Inshell Basis) | <u>167,678,711</u> | |
| Commitments to Ship: | | |
| Meats: | | |
| Domestic-Shelled Meats | 51,211,587 | |
| Export-Shelled Meats | 11,440,682 | |
| Total Meats | <u>62,652,269</u> | |
| Inshell: | | |
| Domestic-Inshell | 2,035,947 | |
| Export-Inshell | 8,579,298 | |
| Total Inshell | <u>10,615,245</u> | |
| Less: Contracts to Purchase: | | |
| Shelled Meats | (272,804) | |
| Inshell | <u>(8,137,777)</u> | |
| Total Commitments (Inshell Basis) | <u>127,236,398</u> | |

Data may be revised or updated as more information is provided.
 §986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

For the One Month and Three Months Ended November 30, 2019

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | One Month | Three Months |
|---|-----------|--------------|
| Inshell Exported for Shelling: | | |
| Mexico | 215,200 | 4,311,434 |
| Total Inshell Exported for Shelling | 215,200 | 4,311,434 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | 124,857 | 1,879,400 |
| Total Shelled Meats - Produced in U.S. Inshell Returned to U. | 124,857 | 1,879,400 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | One Month | Three Months |
|-----------------------|------------|--------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Mexico | 1,757,271 | 2,859,286 |
| Total Shelled Meats | 1,757,271 | 2,859,286 |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | - | 47,641 |
| Mexico | 7,511,791 | 10,011,635 |
| Total Inshell | 7,511,791 | 10,059,276 |
| Total (Inshell Basis) | | |
| Argentina | - | 47,641 |
| Mexico | 11,026,333 | 15,730,207 |
| Total (Inshell Basis) | 11,026,333 | 15,777,848 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

For the One Month and Three Months Ended November 30, 2019

| | | 2019 - 2020 - Current | | | | | | | |
|---------------|--------------|--|--------------|-----------|--------------|--------------|--------------|-----------------------|--------------|
| | | One Month and Three Months Ended November 30, 2019 | | | | | | | |
| World Region | Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | | One Month | Three Months | One Month | Three Months | One Month | Three Months | One Month | Three Months |
| Africa | | | | | | | | | |
| | Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Egypt | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total Africa | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Asia | | | | | | | | | |
| | China | 208,472 | 266,372 | 1,962,236 | 4,231,477 | -0- | -0- | 2,379,180 | 4,764,221 |
| | Hong Kong | 15,401 | 17,099 | 1,032,865 | 1,884,274 | -0- | -0- | 1,063,667 | 1,918,472 |
| | India | -0- | 15,000 | -0- | -0- | -0- | -0- | -0- | 30,000 |
| | Japan | -0- | 54,750 | -0- | -0- | -0- | -0- | -0- | 109,500 |
| | Kuwait | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Malaysia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Philippines | -0- | 3,360 | -0- | -0- | -0- | -0- | -0- | 6,720 |
| | Qatar | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Singapore | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | South Korea | 114,000 | 399,600 | -0- | -0- | -0- | -0- | 228,000 | 799,200 |
| | Thailand | 45,600 | 63,150 | -0- | 55,100 | -0- | -0- | 91,200 | 181,400 |
| | Taiwan | 1,440 | 37,410 | 220,400 | 220,400 | -0- | -0- | 223,280 | 295,220 |
| | Vietnam | 40,500 | 121,500 | -0- | -0- | -0- | -0- | 81,000 | 243,000 |
| | Total Asia | 425,413 | 978,241 | 3,215,501 | 6,391,251 | -0- | -0- | 4,066,327 | 8,347,733 |

| | | 2019 - 2020 - Current | | | | | | | |
|--------------------------|-----------------|--|--------------|-----------|--------------|--------------|--------------|-----------------------|--------------|
| | | One Month and Three Months Ended November 30, 2019 | | | | | | | |
| World Region | Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | | One Month | Three Months | One Month | Three Months | One Month | Three Months | One Month | Three Months |
| Australia/Oceania | | | | | | | | | |
| | Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Europe | | | | | | | | | |
| | Austria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Belgium | 40,500 | 111,600 | -0- | -0- | -0- | -0- | 81,000 | 223,200 |
| | Czech Republic | -0- | 5,400 | -0- | -0- | -0- | -0- | -0- | 10,800 |
| | Denmark | 79,200 | 275,280 | -0- | -0- | -0- | -0- | 158,400 | 550,560 |
| | France | 191,400 | 508,590 | -0- | -0- | -0- | -0- | 382,800 | 1,017,180 |
| | Germany | 441,750 | 917,610 | -0- | -0- | -0- | -0- | 883,500 | 1,835,220 |
| | Greece | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Italy | 40,500 | 81,000 | -0- | -0- | -0- | -0- | 81,000 | 162,000 |
| | Latvia | -0- | 1,440 | -0- | -0- | -0- | -0- | -0- | 2,880 |
| | Lithuania | 3,600 | 44,100 | -0- | -0- | -0- | -0- | 7,200 | 88,200 |
| | Netherlands | 273,990 | 887,610 | -0- | -0- | -0- | -0- | 547,980 | 1,775,220 |
| | Norway | 22,800 | 22,800 | -0- | -0- | -0- | -0- | 45,600 | 45,600 |
| | Poland | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Russia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Slovenia | -0- | 3,600 | -0- | -0- | -0- | -0- | -0- | 7,200 |
| | Spain | 56,010 | 117,480 | -0- | -0- | -0- | -0- | 112,020 | 234,960 |
| | Sweden | 12,060 | 70,650 | -0- | -0- | -0- | -0- | 24,120 | 141,300 |
| | Switzerland | -0- | 176,760 | -0- | -0- | -0- | -0- | -0- | 353,520 |
| | United Kingdom | 154,470 | 608,670 | -0- | -0- | -0- | -0- | 308,940 | 1,217,340 |
| | Total Europe | 1,316,280 | 3,832,590 | -0- | -0- | -0- | -0- | 2,632,560 | 7,665,180 |

| | | 2019 - 2020 - Current | | | | | | | |
|-----------------------|-----------------------|--|--------------|-----------|--------------|--------------|--------------|-----------------------|--------------|
| | | One Month and Three Months Ended November 30, 2019 | | | | | | | |
| World Region | Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | | One Month | Three Months | One Month | Three Months | One Month | Three Months | One Month | Three Months |
| Middle East | | | | | | | | | |
| | Israel | 66,000 | 221,400 | -0- | -0- | -0- | -0- | 132,000 | 442,800 |
| | Jordan | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Lebanon | -0- | 17,940 | -0- | -0- | -0- | -0- | -0- | 35,880 |
| | Saudi Arabia | -0- | 42,000 | -0- | -0- | -0- | -0- | -0- | 84,000 |
| | Turkey | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | United Arab Emirates | 9,180 | 27,420 | -0- | -0- | -0- | -0- | 18,360 | 54,840 |
| | Total Middle East | 75,180 | 308,760 | -0- | -0- | -0- | -0- | 150,360 | 617,520 |
| North America | | | | | | | | | |
| | Canada | 794,630 | 2,377,115 | -0- | 26,294 | -0- | -0- | 1,589,260 | 4,780,524 |
| | Mexico | 149,217 | 149,217 | -0- | 199,015 | -0- | 128,840 | 298,434 | 626,289 |
| | Total North America | 943,847 | 2,526,332 | -0- | 225,309 | -0- | 128,840 | 1,887,694 | 5,406,813 |
| South American | | | | | | | | | |
| | Columbia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Peru | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total South America | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total Exports | 2,760,720 | 7,645,923 | 3,215,501 | 6,616,560 | -0- | 128,840 | 8,736,941 | 22,037,246 |
| | Total Domestic | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Grand Total Shipments | 2,760,720 | 7,645,923 | 3,215,501 | 6,616,560 | -0- | 128,840 | 8,736,941 | 22,037,246 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by"2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

For the One Month and Three Months Ended November 30, 2019

| <u>Variety Name</u> | <u>One Month</u> | <u>Three Months</u> |
|---------------------|-------------------|---------------------|
| Inshell | | |
| Blends/Mixed Budded | 4,950,230 | 5,927,149 |
| Bradley | 162,669 | 162,669 |
| Caddo | 207,735 | 634,195 |
| Cape Fear | 1,093,191 | 1,464,949 |
| Cheyenne | 171,562 | 211,964 |
| Creek | 241,318 | 378,028 |
| Desirable | 8,926,044 | 11,793,432 |
| Desirable Type | 622,492 | 975,499 |
| Eastern Schley | 642,018 | 714,895 |
| Elliott | 685,003 | 1,438,027 |
| Excel | 775,437 | 1,272,803 |
| MoneyMaker | 335,479 | 827,253 |
| Pawnee | 5,397,792 | 8,460,726 |
| Stuart | 3,216,165 | 3,823,911 |
| Sumner | 1,708,245 | 1,961,847 |
| Western Schley | 354,697 | 7,033,137 |
| Wichita | 444,948 | 1,465,656 |
| Other | 775,595 | 1,312,437 |
| Native/Seedling | 4,118,331 | 4,744,983 |
| Substandard | 888,176 | 1,542,334 |
| Total Varieties | <u>35,717,127</u> | <u>56,145,894</u> |

Variance in data may occur due to lack of variety breakdown provided. Data may be revised or updated as more information is provided.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

For the One Month and Four Months Ended December 31, 2019

| | <u>One Month</u> | <u>Four Months</u> |
|-----------------------------------|---------------------|---------------------|
| Shipments: | | |
| Shelled Meats: | | |
| Retail/Grocery/Export | 13,025,812 | 60,359,086 |
| Inter-handler Transfers Shipped | 128,304 | 524,997 |
| Inter-handler Transfers Received | (1,191,783) | (5,142,215) |
| Total Shelled Meats | <u>11,962,333</u> | <u>55,741,868</u> |
| Inshell: | | |
| Retail/Grocery/Export | 7,914,376 | 23,071,949 |
| Inter-handler Transfers Shipped | 12,392,544 | 30,325,496 |
| Inter-handler Transfers Received | (39,652,404) | (74,756,658) |
| Total Inshell Meats | <u>(19,345,484)</u> | <u>(21,359,213)</u> |
| Total Shipments (Inshell Basis) | <u>4,579,181</u> | <u>90,124,522</u> |
| Total Pecans in Inventory: | | |
| Shelled Meats | 55,034,461 | |
| Inshell | 96,130,608 | |
| Total (Inshell Basis) | <u>206,199,529</u> | |
| Commitments to Ship: | | |
| Meats: | | |
| Domestic-Shelled Meats | 69,748,088 | |
| Export-Shelled Meats | 13,776,320 | |
| Total Meats | <u>83,524,408</u> | |
| Inshell: | | |
| Domestic-Inshell | 1,141,062 | |
| Export-Inshell | 14,963,694 | |
| Total Inshell | <u>16,104,756</u> | |
| Less: Contracts to Purchase: | | |
| Shelled Meats | (699,650) | |
| Inshell | <u>(10,991,822)</u> | |
| Total Commitments (Inshell Basis) | <u>170,762,450</u> | |

Data may be revised or updated as more information is provided.
 \$986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

For the One Month and Four Months Ended December 31, 2019

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | One Month | Four Months |
|---|-----------|-------------|
| Inshell Exported for Shelling: | | |
| Mexico | 81,370 | 4,392,804 |
| Total Inshell Exported for Shelling | 81,370 | 4,392,804 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | 158,724 | 2,038,124 |
| Total Shelled Meats - Produced in U.S. Inshell Returned to U.S. | 158,724 | 2,038,124 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | One Month | Four Months |
|-----------------------|------------|-------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Mexico | 1,964,374 | 4,823,660 |
| Total Shelled Meats | 1,964,374 | 4,823,660 |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | | 47,641 |
| Mexico | 18,629,230 | 28,640,865 |
| Total Inshell | 18,629,230 | 28,688,506 |
| Total (Inshell Basis) | | |
| Argentina | - | 47,641 |
| Mexico | 22,557,978 | 38,288,185 |
| Total (Inshell Basis) | 22,557,978 | 38,335,826 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2").
The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

For the One Month and Four Months Ended December 31, 2019

| | | 2019 - 2020 - Current | | | | | | | |
|--------------------------|-----------------------|---|-------------|-----------|-------------|--------------|-------------|-----------------------|-------------|
| | | One Month and Four Months Ended December 31, 2019 | | | | | | | |
| World Region | Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | | One Month | Four Months | One Month | Four Months | One Month | Four Months | One Month | Four Months |
| Africa | | | | | | | | | |
| | Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Egypt | 21,420 | 21,420 | -0- | -0- | -0- | -0- | 42,840 | 42,840 |
| | Total Africa | 21,420 | 21,420 | -0- | -0- | -0- | -0- | 42,840 | 42,840 |
| Asia | | | | | | | | | |
| | China | -0- | 266,372 | 1,897,056 | 6,128,533 | -0- | -0- | 1,897,056 | 6,661,277 |
| | Hong Kong | 40,500 | 57,599 | -0- | 1,884,274 | -0- | -0- | 81,000 | 1,999,472 |
| | India | -0- | 15,000 | -0- | -0- | -0- | -0- | -0- | 30,000 |
| | Japan | 51,300 | 106,050 | -0- | -0- | -0- | -0- | 102,600 | 212,100 |
| | Kuwait | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Malaysia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Philippines | -0- | 3,360 | -0- | -0- | -0- | -0- | -0- | 6,720 |
| | Qatar | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Singapore | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | South Korea | 243,000 | 642,600 | -0- | -0- | -0- | -0- | 486,000 | 1,285,200 |
| | Thailand | -0- | 63,150 | -0- | 55,100 | -0- | -0- | -0- | 181,400 |
| | Taiwan | 24,000 | 61,410 | -0- | 220,400 | -0- | -0- | 48,000 | 343,220 |
| | Vietnam | -0- | 121,500 | -0- | -0- | -0- | -0- | -0- | 243,000 |
| | Total Asia | 358,800 | 1,337,041 | 1,897,056 | 8,288,307 | -0- | -0- | 2,614,656 | 10,962,389 |
| Australia/Oceania | | | | | | | | | |
| | Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Europe | | | | | | | | | |
| | Austria | 24,000 | 24,000 | -0- | -0- | -0- | -0- | 48,000 | 48,000 |
| | Belgium | -0- | 111,600 | -0- | -0- | -0- | -0- | -0- | 223,200 |
| | Czech Republic | 8,100 | 13,500 | -0- | -0- | -0- | -0- | 16,200 | 27,000 |
| | Denmark | 40,200 | 315,480 | -0- | -0- | -0- | -0- | 80,400 | 630,960 |
| | France | 178,200 | 686,790 | -0- | -0- | -0- | -0- | 356,400 | 1,373,580 |
| | Germany | 86,430 | 1,004,040 | -0- | -0- | -0- | -0- | 172,860 | 2,008,080 |
| | Greece | 24,000 | 24,000 | -0- | -0- | -0- | -0- | 48,000 | 48,000 |
| | Italy | -0- | 81,000 | -0- | -0- | -0- | -0- | -0- | 162,000 |
| | Latvia | -0- | 1,440 | -0- | -0- | -0- | -0- | -0- | 2,880 |
| | Lithuania | 41,970 | 86,070 | -0- | -0- | -0- | -0- | 83,940 | 172,140 |
| | Netherlands | 233,400 | 1,121,010 | -0- | -0- | -0- | -0- | 466,800 | 2,242,020 |
| | Norway | -0- | 22,800 | -0- | -0- | -0- | -0- | -0- | 45,600 |
| | Poland | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Russia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Slovenia | -0- | 3,600 | -0- | -0- | -0- | -0- | -0- | 7,200 |
| | Spain | 24,000 | 141,480 | -0- | -0- | -0- | -0- | 48,000 | 282,960 |
| | Sweden | 8,400 | 79,050 | -0- | -0- | -0- | -0- | 16,800 | 158,100 |
| | Switzerland | -0- | 176,760 | -0- | -0- | -0- | -0- | -0- | 353,520 |
| | United Kingdom | 141,240 | 749,910 | -0- | -0- | -0- | -0- | 282,480 | 1,499,820 |
| | Total Europe | 809,940 | 4,642,530 | -0- | -0- | -0- | -0- | 1,619,880 | 9,285,060 |
| Middle East | | | | | | | | | |
| | Israel | 94,620 | 316,020 | -0- | -0- | -0- | -0- | 189,240 | 632,040 |
| | Jordan | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Lebanon | 48,000 | 65,940 | -0- | -0- | -0- | -0- | 96,000 | 131,880 |
| | Saudi Arabia | 48,000 | 90,000 | -0- | -0- | -0- | -0- | 96,000 | 180,000 |
| | Turkey | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | United Arab Emirates | 59,040 | 86,460 | -0- | -0- | -0- | -0- | 118,080 | 172,920 |
| | Total Middle East | 249,660 | 558,420 | -0- | -0- | -0- | -0- | 499,320 | 1,116,840 |
| North America | | | | | | | | | |
| | Canada | 579,048 | 2,956,163 | -0- | 26,294 | -0- | -0- | 1,158,096 | 5,938,620 |
| | Mexico | -0- | 149,217 | -0- | 199,015 | -0- | 128,840 | -0- | 626,289 |
| | Total North America | 579,048 | 3,105,380 | -0- | 225,309 | -0- | 128,840 | 1,158,096 | 6,564,909 |
| South American | | | | | | | | | |
| | Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Peru | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total South America | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total Exports | 2,018,868 | 9,664,791 | 1,897,056 | 8,513,616 | -0- | 128,840 | 5,934,792 | 27,972,038 |
| | Total Domestic | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Grand Total Shipments | 2,018,868 | 9,664,791 | 1,897,056 | 8,513,616 | -0- | 128,840 | 5,934,792 | 27,972,038 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by"2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

For the One Month and Four Months Ended December 31, 2019

| Variety Name | One Month | Four Months |
|---------------------|------------|-------------|
| Inshell | | |
| Blends/Mixed Budded | 5,720,855 | 11,648,004 |
| Bradley | 388,118 | 550,787 |
| Caddo | 58,446 | 692,641 |
| Cape Fear | 784,993 | 2,249,942 |
| Cheyenne | 99,856 | 311,820 |
| Creek | 104,571 | 482,599 |
| Desirable | 3,071,759 | 14,865,191 |
| Desirable Type | 574,543 | 1,550,042 |
| Eastern Schley | 433,344 | 1,148,239 |
| Elliott | 259,141 | 1,697,168 |
| Excel | 160,806 | 1,433,609 |
| Moneymaker | 504,267 | 1,331,520 |
| Pawnee | 1,085,439 | 9,546,165 |
| Stuart | 3,655,178 | 7,479,089 |
| Sumner | 1,775,113 | 3,736,960 |
| Western Schley | 5,331,089 | 12,364,226 |
| Wichita | 3,097,577 | 4,563,233 |
| Other | 2,145,157 | 3,457,594 |
| Native/Seedling | 8,498,398 | 13,243,381 |
| Substandard | 3,040,745 | 4,583,079 |
| Total Varieties | 40,789,395 | 96,935,289 |

Variance in data may occur due to lack of variety breakdown provided. Data may be revised or updated as more information is provided.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

For the One Month and Five Months Ended January 31, 2020

| | One Month | Five Months |
|-----------------------------------|--------------|---------------|
| Shipments: | | |
| Shelled Meats | | |
| Retail/Grocery/Export | 11,090,042 | 71,449,128 |
| Inter-handler Transfers Shipped | 37,763 | 562,760 |
| Inter-handler Transfers Received | (601,300) | (5,743,515) |
| Total Shelled Meats | 10,526,505 | 66,268,373 |
| Inshell | | |
| Retail/Grocery/Export | 11,963,996 | 35,035,945 |
| Inter-handler Transfers Shipped | 9,113,927 | 39,439,423 |
| Inter-handler Transfers Received | (52,067,393) | (126,824,051) |
| Total Inshell Meats | (30,989,470) | (52,348,683) |
| Total Shipments (Inshell Basis) | (9,936,460) | 80,188,062 |
| Total Pecans in Inventory: | | |
| Shelled Meats | 52,046,278 | |
| Inshell | 159,446,798 | |
| Total (Inshell Basis) | 263,539,354 | |
| Commitments to Ship: | | |
| Meats: | | |
| Domestic-Shelled Meats | 95,090,637 | |
| Export-Shelled Meats | 15,824,600 | |
| Total Meats | 110,915,237 | |
| Inshell: | | |
| Domestic-Inshell | 998,709 | |
| Export-Inshell | 12,996,462 | |
| Total Inshell | 13,995,171 | |
| Less: Contracts to Purchase: | | |
| Shelled Meats | (1,225,710) | |
| Inshell | (13,025,813) | |
| Total Commitments (Inshell Basis) | 220,348,412 | |

Data may be revised or updated as more information is provided.
 §986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

For the One Month and Five Months Ended January 31, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | One Month | Five Months |
|---|-----------|-------------|
| Inshell Exported for Shelling: | | |
| Mexico | 63,960 | 4,456,764 |
| Total Inshell Exported for Shelling | 63,960 | 4,456,764 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | 37,440 | 2,075,564 |
| Total Shelled Meats - Produced in U.S. Inshell Returned to U. | 37,440 | 2,075,564 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | One Month | Five Months |
|-----------------------|------------|-------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Mexico | 1,969,943 | 6,793,603 |
| Total Shelled Meats | 1,969,943 | 6,793,603 |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | - | 47,641 |
| Mexico | 18,061,793 | 46,702,658 |
| Total Inshell | 18,061,793 | 46,750,299 |
| Total (Inshell Basis) | | |
| Argentina | - | 47,641 |
| Mexico | 22,001,679 | 60,289,864 |
| Total (Inshell Basis) | 22,001,679 | 60,337,505 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

For the One Month and Five Months Ended January 31, 2020

| World Region | | 2019 - 2020 - Current One Month and Five Months Ended January 31, 2020 | | | | | | | |
|--------------------------|--|---|-------------|-----------|-------------|--------------|-------------|-----------------------|-------------|
| Destination | | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | | One Month | Five Months | One Month | Five Months | One Month | Five Months | One Month | Five Months |
| Africa | | | | | | | | | |
| Algeria | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Egypt | | 22,800 | 44,220 | -0- | -0- | -0- | -0- | 45,600 | 88,440 |
| Total Africa | | 22,800 | 44,220 | -0- | -0- | -0- | -0- | 45,600 | 88,440 |
| Asia | | | | | | | | | |
| China | | 780 | 267,152 | 2,987,930 | 9,116,463 | -0- | -0- | 2,989,490 | 9,650,767 |
| Hong Kong | | -0- | 57,599 | 990,000 | 2,874,274 | -0- | -0- | 990,000 | 2,989,472 |
| India | | -0- | 15,000 | -0- | -0- | -0- | -0- | -0- | 30,000 |
| Japan | | 56,250 | 162,300 | -0- | -0- | -0- | -0- | 112,500 | 324,600 |
| Kuwait | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Malaysia | | 18,000 | 18,000 | -0- | -0- | -0- | -0- | 36,000 | 36,000 |
| Philippines | | -0- | 3,360 | -0- | -0- | -0- | -0- | -0- | 6,720 |
| Qatar | | 13,230 | 13,230 | -0- | -0- | -0- | -0- | 26,460 | 26,460 |
| Singapore | | 16,680 | 16,680 | -0- | -0- | -0- | -0- | 33,360 | 33,360 |
| South Korea | | 225,300 | 867,900 | -0- | -0- | -0- | -0- | 450,600 | 1,735,800 |
| Thailand | | -0- | 63,150 | -0- | 55,100 | -0- | -0- | -0- | 181,400 |
| Taiwan | | 39,000 | 100,410 | -0- | 220,400 | -0- | -0- | 78,000 | 421,220 |
| Vietnam | | -0- | 121,500 | -0- | -0- | -0- | -0- | -0- | 243,000 |
| Total Asia | | 369,240 | 1,706,281 | 3,977,930 | 12,266,237 | -0- | -0- | 4,716,410 | 15,678,799 |
| Australia/Oceania | | | | | | | | | |
| Australia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Australia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Europe | | | | | | | | | |
| Austria | | -0- | 24,000 | -0- | -0- | -0- | -0- | -0- | 48,000 |
| Belgium | | 5,400 | 117,000 | -0- | -0- | -0- | -0- | 10,800 | 234,000 |
| Czech Republic | | -0- | 13,500 | -0- | -0- | -0- | -0- | -0- | 27,000 |
| Denmark | | 69,000 | 384,480 | -0- | -0- | -0- | -0- | 138,000 | 768,960 |
| France | | 121,410 | 808,200 | -0- | -0- | -0- | -0- | 242,820 | 1,616,400 |
| Germany | | 221,220 | 1,225,260 | -0- | -0- | -0- | -0- | 442,440 | 2,450,520 |
| Greece | | -0- | 24,000 | -0- | -0- | -0- | -0- | -0- | 48,000 |
| Italy | | 81,000 | 162,000 | -0- | -0- | -0- | -0- | 162,000 | 324,000 |
| Latvia | | -0- | 1,440 | -0- | -0- | -0- | -0- | -0- | 2,880 |
| Lithuania | | 123,000 | 209,070 | -0- | -0- | -0- | -0- | 246,000 | 418,140 |
| Netherlands | | 352,200 | 1,473,210 | -0- | -0- | -0- | -0- | 704,400 | 2,946,420 |
| Norway | | -0- | 22,800 | -0- | -0- | -0- | -0- | -0- | 45,600 |
| Poland | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Portugal | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Russia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Slovenia | | -0- | 3,600 | -0- | -0- | -0- | -0- | -0- | 7,200 |
| Spain | | 166,740 | 308,220 | -0- | -0- | -0- | -0- | 333,480 | 616,440 |
| Sweden | | 23,700 | 102,750 | -0- | -0- | -0- | -0- | 47,400 | 205,500 |
| Switzerland | | 40,500 | 217,260 | -0- | -0- | -0- | -0- | 81,000 | 434,520 |
| United Kingdom | | 201,390 | 951,300 | -0- | -0- | -0- | -0- | 402,780 | 1,902,600 |
| Total Europe | | 1,405,560 | 6,048,090 | -0- | -0- | -0- | -0- | 2,811,120 | 12,096,180 |
| Middle East | | | | | | | | | |
| Israel | | 118,200 | 434,220 | -0- | -0- | -0- | -0- | 236,400 | 868,440 |
| Jordan | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Lebanon | | 43,050 | 108,990 | -0- | -0- | -0- | -0- | 86,100 | 217,980 |
| Saudi Arabia | | 132,000 | 222,000 | -0- | -0- | -0- | -0- | 264,000 | 444,000 |
| Turkey | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| United Arab Emirates | | 142,200 | 228,660 | -0- | -0- | -0- | -0- | 284,400 | 457,320 |
| Total Middle East | | 435,450 | 993,870 | -0- | -0- | -0- | -0- | 870,900 | 1,987,740 |
| North America | | | | | | | | | |
| Canada | | 519,696 | 3,475,859 | -0- | 26,294 | -0- | -0- | 1,039,392 | 6,978,012 |
| Mexico | | 81,327 | 230,544 | 393,240 | 592,255 | -0- | 128,840 | 555,894 | 1,182,183 |
| Total North America | | 601,023 | 3,706,403 | 393,240 | 618,549 | -0- | 128,840 | 1,595,286 | 8,160,195 |
| South American | | | | | | | | | |
| Columbia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Peru | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total South America | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Exports | | 2,834,073 | 12,498,864 | 4,371,170 | 12,884,786 | -0- | 128,840 | 10,039,316 | 38,011,354 |
| Total Domestic | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Grand Total Shipments | | 2,834,073 | 12,498,864 | 4,371,170 | 12,884,786 | -0- | 128,840 | 10,039,316 | 38,011,354 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by"2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

For the One Month and Five Months Ended January 31, 2020

| <u>Variety Name</u> | <u>One Month</u> | <u>Five Months</u> |
|---------------------|-------------------|--------------------|
| Inshell | | |
| Blends/Mixed Budded | 3,399,383 | 15,047,387 |
| Bradley | 433,371 | 984,158 |
| Caddo | 28,763 | 721,404 |
| Cape Fear | 208,280 | 2,458,222 |
| Cheyenne | 7,276 | 319,096 |
| Creek | 187,409 | 670,008 |
| Desirable | 1,035,101 | 15,900,292 |
| Desirable Type | 207,858 | 1,757,900 |
| Eastern Schley | 189,260 | 1,337,499 |
| Elliott | 377,759 | 2,074,927 |
| Excel | 13,480 | 1,447,089 |
| Moneymaker | 442 | 1,331,962 |
| Pawnee | 382,779 | 9,928,944 |
| Stuart | 1,201,699 | 8,680,788 |
| Sumner | 534,060 | 4,271,020 |
| Western Schley | 17,112,258 | 29,476,484 |
| Wichita | 2,060,429 | 6,623,662 |
| Other | 5,728,381 | 9,185,975 |
| Native/Seedling | 10,635,364 | 23,878,745 |
| Substandard | 3,718,427 | 8,301,506 |
| Total Varieties | <u>47,461,779</u> | <u>144,397,068</u> |

Variance in data may occur due to lack of variety breakdown provided. Data may be revised or updated as more information is provided.

| | |
|-----------------|------------|
| Native/Seedling | 3,341,423 |
| Substandard | 2,195,272 |
| Total | 40,252,783 |

YEAR-END INVENTORY

Committed

| | Crop Year - Average Price Paid (Per lb) | Export | Domestic | Uncommitted | Total |
|---------------------------------|---|------------|-------------|---------------|-------------|
| Inshell: | | | | | |
| Improved | \$ 1.99 | 6,561,053 | 951,903 | 53,622,154.00 | 61,135,110 |
| Native/Seedling | \$ 1.01 | -0- | 3,512,117 | 27,116,506.00 | 30,628,623 |
| Substandard | \$ 0.76 | -0- | 266,964 | 2,784,134.00 | 3,051,098 |
| Total | | 6,561,053 | 4,730,984 | 83,522,794 | 94,814,831 |
| Shelled: | | | | | |
| | Shell-Out/Yield per lb of Inshell | Export | Domestic | Uncommitted | Total |
| Halves | | 8,558,842 | 27,944,096 | (13,457,306) | 23,045,632 |
| Pieces | | 5,050,356 | 28,306,294 | 2,910,325 | 36,266,975 |
| Work In Process | | -0- | 1,170 | 1,290,780 | 1,291,950 |
| Total | 48.08% | 13,609,198 | 56,251,560 | (9,256,200) | 60,604,558 |
| Total Inventory (Inshell Basis) | | 33,779,449 | 117,234,104 | 65,010,394 | 216,023,947 |

U.S. PECAN HANDLED THROUGHOUT THE YEAR

| | |
|-----------------|-------------|
| Improved | 184,790,459 |
| Native/Seedling | 30,009,113 |
| Substandard | 22,025,370 |
| Total | 236,824,942 |

The preliminary report regarding the 2019 crop year is based upon industry receipts, and may be subject to change as more information is provided.

\$986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

For the One Month and Six Months Ended February 29, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | One Month | Six Months |
|---|-----------|------------|
| Inshell Exported for Shelling: | | |
| Mexico | 611,434 | 5,068,198 |
| Total Inshell Exported for Shelling | 611,434 | 5,068,198 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | 102,120 | 2,177,684 |
| Total Shelled Meats - Produced in U.S. Inshell Returned to U.S. | 102,120 | 2,177,684 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | One Month | Six Months |
|-----------------------|-----------|------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Mexico | 1,341,485 | 8,135,088 |
| Total Shelled Meats | 1,341,485 | 8,135,088 |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | -0- | 47,641 |
| Mexico | 6,314,034 | 53,016,692 |
| Total Inshell | 6,314,034 | 53,064,333 |
| Total (Inshell Basis) | | |
| Argentina | -0- | 47,641 |
| Mexico | 8,997,004 | 69,286,868 |
| Total (Inshell Basis) | 8,997,004 | 69,334,509 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

For the One Month and Six Months Ended February 29, 2020

| | | 2019 - 2020 - Current | | | | | | | |
|--------------------------|-----------------------|--|------------|-----------|------------|--------------|------------|-----------------------|------------|
| | | One Month and Six Months Ended February 29, 2020 | | | | | | | |
| World Region | Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | | One Month | Six Months | One Month | Six Months | One Month | Six Months | One Month | Six Months |
| Africa | | | | | | | | | |
| | Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Egypt | -0- | 44,220 | -0- | -0- | -0- | -0- | -0- | 88,440 |
| | Total Africa | -0- | 44,220 | -0- | -0- | -0- | -0- | -0- | 88,440 |
| Asia | | | | | | | | | |
| | China | 41,365 | 308,517 | 1,270,991 | 10,387,454 | -0- | -0- | 1,353,721 | 11,004,488 |
| | Hong Kong | -0- | 57,599 | 328,000 | 3,202,274 | -0- | -0- | 328,000 | 3,317,472 |
| | India | 6,720 | 21,720 | -0- | -0- | -0- | -0- | 13,440 | 43,440 |
| | Japan | 95,700 | 258,000 | -0- | -0- | -0- | -0- | 191,400 | 516,000 |
| | Kuwait | 42,000 | 42,000 | -0- | -0- | -0- | -0- | 84,000 | 84,000 |
| | Malaysia | 15,000 | 33,000 | -0- | -0- | -0- | -0- | 30,000 | 66,000 |
| | Philippines | -0- | 3,360 | -0- | -0- | -0- | -0- | -0- | 6,720 |
| | Qatar | 3,360 | 16,590 | -0- | -0- | -0- | -0- | 6,720 | 33,180 |
| | Singapore | 5,040 | 21,720 | -0- | -0- | -0- | -0- | 10,080 | 43,440 |
| | South Korea | 112,800 | 980,700 | -0- | -0- | -0- | -0- | 225,600 | 1,961,400 |
| | Thailand | -0- | 63,150 | -0- | 55,100 | -0- | -0- | -0- | 181,400 |
| | Taiwan | -0- | 100,410 | 1,149,156 | 1,369,556 | -0- | -0- | 1,149,156 | 1,570,376 |
| | Vietnam | 40,500 | 162,000 | -0- | -0- | -0- | -0- | 81,000 | 324,000 |
| | Total Asia | 362,485 | 2,068,766 | 2,748,147 | 15,014,384 | -0- | -0- | 3,473,117 | 19,151,916 |
| Australia/Oceania | | | | | | | | | |
| | Australia | 22,200 | 22,200 | -0- | -0- | -0- | -0- | 44,400 | 44,400 |
| | Total Australia | 22,200 | 22,200 | -0- | -0- | -0- | -0- | 44,400 | 44,400 |
| Europe | | | | | | | | | |
| | Austria | 24,000 | 48,000 | -0- | -0- | -0- | -0- | 48,000 | 96,000 |
| | Belgium | -0- | 117,000 | -0- | -0- | -0- | -0- | -0- | 234,000 |
| | Czech Republic | -0- | 13,500 | -0- | -0- | -0- | -0- | -0- | 27,000 |
| | Denmark | 53,400 | 437,880 | -0- | -0- | -0- | -0- | 106,800 | 875,760 |
| | France | 284,700 | 1,092,900 | -0- | -0- | 8 | 8 | 569,408 | 2,185,808 |
| | Germany | 287,940 | 1,513,200 | -0- | -0- | -0- | -0- | 575,880 | 3,026,400 |
| | Greece | 42,000 | 66,000 | -0- | -0- | -0- | -0- | 84,000 | 132,000 |
| | Ireland | 35,520 | 35,520 | -0- | -0- | -0- | -0- | 71,040 | 71,040 |
| | Italy | -0- | 162,000 | -0- | -0- | -0- | -0- | -0- | 324,000 |
| | Latvia | 13,170 | 14,610 | -0- | -0- | -0- | -0- | 26,340 | 29,220 |
| | Lithuania | 6,000 | 215,070 | -0- | -0- | -0- | -0- | 12,000 | 430,140 |
| | Netherlands | 518,700 | 1,991,910 | -0- | -0- | -0- | -0- | 1,037,400 | 3,983,820 |
| | Norway | 36,000 | 58,800 | -0- | -0- | -0- | -0- | 72,000 | 117,600 |
| | Poland | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Russia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Slovenia | 3,600 | 7,200 | -0- | -0- | -0- | -0- | 7,200 | 14,400 |
| | Spain | 20,850 | 329,070 | -0- | -0- | -0- | -0- | 41,700 | 658,140 |
| | Sweden | 35,790 | 138,540 | -0- | -0- | -0- | -0- | 71,580 | 277,080 |
| | Switzerland | 53,760 | 271,020 | -0- | -0- | -0- | -0- | 107,520 | 542,040 |
| | United Kingdom | 336,606 | 1,287,906 | -0- | -0- | -0- | -0- | 673,212 | 2,575,812 |
| | Total Europe | 1,752,036 | 7,800,126 | -0- | -0- | 8 | 8 | 3,504,080 | 15,600,260 |
| Middle East | | | | | | | | | |
| | Israel | 78,400 | 512,620 | -0- | -0- | -0- | -0- | 156,800 | 1,025,240 |
| | Jordan | 37,230 | 37,230 | -0- | -0- | -0- | -0- | 74,460 | 74,460 |
| | Lebanon | 24,000 | 132,990 | -0- | -0- | -0- | -0- | 48,000 | 265,980 |
| | Saudi Arabia | 88,800 | 310,800 | -0- | -0- | -0- | -0- | 177,600 | 621,600 |
| | Turkey | 24,000 | 24,000 | -0- | -0- | -0- | -0- | 48,000 | 48,000 |
| | United Arab Emirates | 23,400 | 252,060 | -0- | -0- | -0- | -0- | 46,800 | 504,120 |
| | Total Middle East | 275,830 | 1,269,700 | -0- | -0- | -0- | -0- | 551,660 | 2,539,400 |
| North America | | | | | | | | | |
| | Canada | 513,620 | 3,989,479 | -0- | 26,294 | -0- | -0- | 1,027,240 | 8,005,252 |
| | Costa Rica | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Mexico | 195,497 | 426,041 | 822,806 | 1,415,061 | 735,654 | 864,494 | 1,949,454 | 3,131,637 |
| | Puerto Rico | 1,680 | 1,680 | -0- | -0- | -0- | -0- | 3,360 | 3,360 |
| | Total North America | 710,797 | 4,417,200 | 822,806 | 1,441,355 | 735,654 | 864,494 | 2,980,054 | 11,140,249 |
| South American | | | | | | | | | |
| | Columbia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Peru | 12,300 | 12,300 | -0- | -0- | -0- | -0- | 24,600 | 24,600 |
| | Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total South America | 12,300 | 12,300 | -0- | -0- | -0- | -0- | 24,600 | 24,600 |
| | Total Exports | 3,135,648 | 15,634,512 | 3,570,953 | 16,455,739 | 735,662 | 864,502 | 10,577,911 | 48,589,265 |
| | Total Domestic | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Grand Total Shipments | 3,135,648 | 15,634,512 | 3,570,953 | 16,455,739 | 735,662 | 864,502 | 10,577,911 | 48,589,265 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

For the One Month and Six Months Ended February 29, 2020

| Variety Name | One Month | Six Months |
|---------------------|------------|-------------|
| Inshell | | |
| Blends/Mixed Budded | 5,762,420 | 20,809,807 |
| Byrd | -0- | -0- |
| Bradley | 20,430 | 1,004,588 |
| Caddo | -0- | 721,404 |
| Cape Fear | 30,581 | 2,488,803 |
| Cheyenne | 114 | 319,210 |
| Creek | -0- | 670,008 |
| Desirable | 48,517 | 15,948,809 |
| Desirable Type | 4,157 | 1,762,057 |
| Eastern Schley | 8,033 | 1,345,532 |
| Elliott | 26,728 | 2,101,655 |
| Excel | -0- | 1,447,089 |
| Moneymaker | -0- | 1,331,962 |
| Pawnee | 481,522 | 10,410,466 |
| Stuart | 197,497 | 8,878,285 |
| Sumner | 161,923 | 4,432,943 |
| Western Schley | 17,684,783 | 47,161,267 |
| Wichita | 5,636,214 | 12,259,876 |
| Other | 2,334,090 | 11,520,065 |
| Native/Seedling | 1,829,748 | 25,708,493 |
| Substandard | 6,478,927 | 14,780,433 |
| Total Varieties | 40,705,684 | 185,102,752 |

Variance in data may occur due to lack of variety breakdown provided. Data may be revised or updated as more information is provided.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

For the One Month and Seven Months Ended March 31, 2020

| | <u>Total</u> | <u>Seven Months</u> |
|-----------------------------------|--------------------|---------------------|
| Shipments: | | |
| Shelled Meats | | |
| Retail/Grocery/Export | 12,329,562 | 95,366,663 |
| Inter-handler Transfers Shipped | 32,793 | 708,186 |
| Inter-handler Transfers Received | (791,104) | (7,897,795) |
| Total Shelled Meats | <u>11,571,251</u> | <u>88,177,053</u> |
| Inshell | | |
| Retail/Grocery/Export | 8,016,209 | 50,643,209 |
| Inter-handler Transfers Shipped | 1,857,723 | 38,140,338 |
| Inter-handler Transfers Received | (14,818,812) | (164,830,750) |
| Total Inshell Meats | <u>(4,944,880)</u> | <u>(76,047,203)</u> |
| Total Shipments (Inshell Basis) | <u>18,197,621</u> | <u>100,306,904</u> |
| Total Pecans in Inventory: | | |
| Shelled Meats | 53,021,066 | |
| Inshell | 179,935,282 | |
| Total (Inshell Basis) | <u>285,977,414</u> | |
| Commitments to Ship: | | |
| Meats: | | |
| Domestic-Shelled Meats | 96,363,514 | |
| Export-Shelled Meats | 11,956,030 | |
| Total Meats | <u>108,319,544</u> | |
| Inshell: | | |
| Domestic-Inshell | 3,764,520 | |
| Export-Inshell | 8,064,600 | |
| Total Inshell | <u>11,829,120</u> | |
| Less: Contracts to Purchase: | | |
| Shelled Meats | (897,300) | |
| Inshell | <u>(7,034,834)</u> | |
| Total Commitments (Inshell Basis) | <u>219,638,774</u> | |

Data may be revised or updated as more information is provided.
 \$986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

For the One Month and Seven Months Ended March 31, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | One Month | Seven Months |
|--|-----------|--------------|
| Inshell Exported for Shelling: | | |
| Mexico | 2,992,115 | 8,060,313 |
| Total Inshell Exported for Shelling | 2,992,115 | 8,060,313 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | 1,531,180 | 3,708,864 |
| Total Shelled Meats - Produced in U.S. Inshell Returned to U | 1,531,180 | 3,708,864 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | One Month | Seven Months |
|-----------------------|-----------|--------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Australia | - | - |
| Mexico | 505,118 | 8,640,206 |
| Total Shelled Meats | 505,118 | 8,640,206 |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | -0- | 47,641 |
| Mexico | 2,510,324 | 55,527,016 |
| Total Inshell | 2,510,324 | 55,574,657 |
| Total (Inshell Basis) | | |
| Argentina | -0- | 47,641 |
| Australia | -0- | - |
| Mexico | 3,520,560 | 72,807,428 |
| Total (Inshell Basis) | 3,520,560 | 72,855,069 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

For the One Month and Seven Months Ended March 31, 2019

| World Region | Destination | 2019 - 2020 - Current | | | | | | | |
|--------------------------|-----------------------|---|--------------|-----------|--------------|--------------|--------------|-----------------------|--------------|
| | | One Month and Seven Months Ended March 31, 2020 | | | | | | | |
| | | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
| | | One Month | Seven Months | One Month | Seven Months | One Month | Seven Months | One Month | Seven Months |
| Africa | | | | | | | | | |
| | Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Egypt | -0- | 44,220 | -0- | -0- | -0- | -0- | -0- | 88,440 |
| | Total Africa | -0- | 44,220 | -0- | -0- | -0- | -0- | -0- | 88,440 |
| Asia | | | | | | | | | |
| | China | 63,150 | 371,667 | 2,269,414 | 12,656,868 | -0- | -0- | 2,395,714 | 13,400,202 |
| | Hong Kong | -0- | 57,599 | 414,226 | 3,616,500 | -0- | -0- | 414,226 | 3,731,698 |
| | India | -0- | 21,720 | -0- | -0- | -0- | -0- | -0- | 43,440 |
| | Japan | 22,500 | 280,500 | -0- | -0- | -0- | -0- | 45,000 | 561,000 |
| | Kuwait | 62,700 | 104,700 | -0- | -0- | -0- | -0- | 125,400 | 209,400 |
| | Malaysia | -0- | 33,000 | -0- | -0- | -0- | -0- | -0- | 66,000 |
| | Philippines | -0- | 3,360 | -0- | -0- | -0- | -0- | -0- | 6,720 |
| | Qatar | -0- | 16,590 | -0- | -0- | -0- | -0- | -0- | 33,180 |
| | Singapore | 1,500 | 23,220 | -0- | -0- | -0- | -0- | 3,000 | 46,440 |
| | South Korea | 46,800 | 1,027,500 | -0- | -0- | -0- | -0- | 93,600 | 2,052,000 |
| | Thailand | -0- | 63,150 | -0- | 55,100 | -0- | -0- | -0- | 181,400 |
| | Taiwan | 30,000 | 130,410 | -0- | 1,369,556 | -0- | -0- | 60,000 | 1,630,376 |
| | Vietnam | 40,500 | 202,500 | -0- | -0- | -0- | -0- | 81,000 | 405,000 |
| | Total Asia | 267,150 | 2,335,916 | 2,683,640 | 17,698,024 | -0- | -0- | 3,217,940 | 22,369,856 |
| Australia/Oceania | | | | | | | | | |
| | Australia | 22,200 | 44,400 | -0- | -0- | -0- | -0- | 44,400 | 88,800 |
| | Total Australia | 22,200 | 44,400 | -0- | -0- | -0- | -0- | 44,400 | 88,800 |
| Europe | | | | | | | | | |
| | Austria | -0- | 48,000 | -0- | -0- | -0- | -0- | -0- | 96,000 |
| | Belgium | 64,500 | 181,500 | -0- | -0- | -0- | -0- | 129,000 | 363,000 |
| | Czech Republic | 27,900 | 41,400 | -0- | -0- | -0- | -0- | 55,800 | 82,800 |
| | Denmark | 39,210 | 477,090 | -0- | -0- | -0- | -0- | 78,420 | 954,180 |
| | France | 144,360 | 1,237,260 | -0- | -0- | -0- | 8 | 288,720 | 2,474,528 |
| | Germany | 1,091,280 | 2,604,480 | -0- | -0- | -0- | -0- | 2,182,560 | 5,208,960 |
| | Greece | 1,500 | 67,500 | -0- | -0- | -0- | -0- | 3,000 | 135,000 |
| | Ireland | 14,370 | 49,890 | -0- | -0- | -0- | -0- | 28,740 | 99,780 |
| | Italy | 35,220 | 197,220 | -0- | -0- | -0- | -0- | 70,440 | 394,440 |
| | Latvia | -0- | 14,610 | -0- | -0- | -0- | -0- | -0- | 29,220 |
| | Lithuania | 42,000 | 257,070 | -0- | -0- | -0- | -0- | 84,000 | 514,140 |
| | Netherlands | 444,240 | 2,436,150 | -0- | -0- | -0- | -0- | 888,480 | 4,872,300 |
| | Norway | -0- | 58,800 | -0- | -0- | -0- | -0- | -0- | 117,600 |
| | Poland | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Russia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Slovenia | -0- | 7,200 | -0- | -0- | -0- | -0- | -0- | 14,400 |
| | Spain | 176,010 | 505,080 | -0- | -0- | -0- | -0- | 352,020 | 1,010,160 |
| | Sweden | 29,340 | 167,880 | -0- | -0- | -0- | -0- | 58,680 | 335,760 |
| | Switzerland | 82,500 | 353,520 | -0- | -0- | -0- | -0- | 165,000 | 707,040 |
| | United Kingdom | 432,750 | 1,720,656 | -0- | -0- | -0- | -0- | 865,500 | 3,441,312 |
| | Total Europe | 2,625,180 | 10,425,306 | -0- | -0- | -0- | 8 | 5,250,360 | 20,850,620 |
| Middle East | | | | | | | | | |
| | Israel | 178,200 | 690,820 | -0- | -0- | -0- | -0- | 356,400 | 1,381,640 |
| | Jordan | 24,000 | 61,230 | -0- | -0- | -0- | -0- | 48,000 | 122,460 |
| | Lebanon | 101,010 | 234,000 | -0- | -0- | -0- | -0- | 202,020 | 468,000 |
| | Saudi Arabia | 148,600 | 459,400 | -0- | -0- | -0- | -0- | 297,200 | 918,800 |
| | Turkey | -0- | 24,000 | -0- | -0- | -0- | -0- | -0- | 48,000 |
| | United Arab Emirates | 60,240 | 312,300 | -0- | -0- | -0- | -0- | 120,480 | 624,600 |
| | Total Middle East | 512,050 | 1,781,750 | -0- | -0- | -0- | -0- | 1,024,100 | 3,563,500 |
| North America | | | | | | | | | |
| | Canada | 747,667 | 4,737,146 | -0- | 26,294 | -0- | -0- | 1,495,334 | 9,500,586 |
| | Costa Rica | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Mexico | -0- | 426,041 | 3,209,264 | 4,624,325 | 790,534 | 1,655,028 | 3,999,798 | 7,131,435 |
| | Puerto Rico | -0- | 1,680 | -0- | -0- | -0- | -0- | -0- | 3,360 |
| | Total North America | 747,667 | 5,164,867 | 3,209,264 | 4,650,619 | 790,534 | 1,655,028 | 5,495,132 | 16,635,381 |
| South American | | | | | | | | | |
| | Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Peru | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | 24,600 |
| | Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Total South America | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | 24,600 |
| | Total Exports | 4,174,247 | 19,808,759 | 5,892,904 | 22,348,643 | 790,534 | 1,655,036 | 15,031,932 | 63,621,197 |
| | Total Domestic | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Grand Total Shipments | 4,174,247 | 19,808,759 | 5,892,904 | 22,348,643 | 790,534 | 1,655,036 | 15,031,932 | 63,621,197 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by"2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

For the One Month and Seven Months Ended March 31, 2020

| <u>Variety Name</u> | <u>One Month</u> | <u>Seven Months</u> |
|---------------------|------------------|---------------------|
| Inshell | | |
| Blends/Mixed Budded | 310,915 | 21,120,722 |
| Byrd | | -0- |
| Bradley | -0- | 1,004,588 |
| Caddo | -0- | 721,404 |
| Cape Fear | 7,299 | 2,496,102 |
| Cheyenne | 13 | 319,223 |
| Creek | -0- | 670,008 |
| Desirable | 88,193 | 16,037,002 |
| Desirable Type | 3,124 | 1,765,181 |
| Eastern Schley | 1,630 | 1,347,162 |
| Elliott | 22,138 | 2,123,793 |
| Excel | -0- | 1,447,089 |
| Moneymaker | 52,186 | 1,384,148 |
| Pawnee | 68,348 | 10,478,814 |
| Stuart | 56,221 | 8,934,506 |
| Sumner | 165,632 | 4,598,575 |
| Western Schley | 13,596,639 | 60,757,906 |
| Wichita | 132,405 | 12,392,281 |
| Other | 359,320 | 11,879,385 |
| Native/Seedling | 2,323,582 | 28,032,075 |
| Substandard | 3,208,411 | 17,988,844 |
| Total Varieties | 20,396,056 | 205,498,808 |

Variance in data may occur due to lack of variety breakdown provided. Data may be revised or updated as more information is provided.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

For the One Month and Eight Months Ended April 30, 2020

| | <u>Total</u> | <u>Eight Months</u> |
|-----------------------------------|--------------------|---------------------|
| Shipments: | | |
| Shelled Meats | | |
| Retail/Grocery/Export | 12,791,088 | 108,157,751 |
| Inter-handler Transfers Shipped | 263 | 708,449 |
| Inter-handler Transfers Received | (466,800) | (8,364,595) |
| Total Shelled Meats | <u>12,324,551</u> | <u>100,501,604</u> |
| Inshell | | |
| Retail/Grocery/Export | 2,340,994 | 52,984,203 |
| Inter-handler Transfers Shipped | 1,297,367 | 39,437,705 |
| Inter-handler Transfers Received | (5,352,901) | (170,183,651) |
| Total Inshell Meats | <u>(1,714,540)</u> | <u>(77,761,743)</u> |
| Total Shipments (Inshell Basis) | <u>22,934,562</u> | <u>123,241,466</u> |
| Total Pecans in Inventory: | | |
| Shelled Meats | 56,318,349 | |
| Inshell | 166,684,823 | |
| Total (Inshell Basis) | <u>279,321,521</u> | |
| Commitments to Ship: | | |
| Meats: | | |
| Domestic-Shelled Meats | 90,005,689 | |
| Export-Shelled Meats | 12,418,580 | |
| Total Meats | <u>102,424,269</u> | |
| Inshell: | | |
| Domestic-Inshell | 554,476 | |
| Export-Inshell | 7,436,216 | |
| Total Inshell | <u>7,990,692</u> | |
| Less: Contracts to Purchase: | | |
| Shelled Meats | (867,900) | |
| Inshell | <u>(5,333,594)</u> | |
| Total Commitments (Inshell Basis) | <u>205,769,836</u> | |

Data may be revised or updated as more information is provided.
 §986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

For the One Month and Eight Months Ended April 30, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | One Month | Eight Months |
|--|-----------|--------------|
| Inshell Exported for Shelling: | | |
| Mexico | 2,464,443 | 10,524,756 |
| Total Inshell Exported for Shelling | 2,464,443 | 10,524,756 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | 513,240 | 4,222,104 |
| Total Shelled Meats - Produced in U.S. Inshell Returned to U | 513,240 | 4,222,104 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | One Month | Eight Months |
|-----------------------|-----------|--------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Australia | | - |
| Mexico | 659,255 | 9,299,461 |
| Total Shelled Meats | 659,255 | 9,299,461 |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | | 47,641 |
| Mexico | 834,331 | 56,361,347 |
| Total Inshell | 834,331 | 56,408,988 |
| Total (Inshell Basis) | | |
| Argentina | -0- | 47,641 |
| Australia | -0- | -0- |
| Mexico | 2,152,841 | 74,960,269 |
| Total (Inshell Basis) | 2,152,841 | 75,007,910 |

Shelled Meats are converted to inshell using a yeild of 50% (multiplying the shelled meats by "2"). The form automatically makes this calcuation.

AMERICAN PECAN COUNCIL

Destination Report

For the One Month and Eight Months Ended April 30, 2019

| | | 2019 - 2020 - Current | | | | | | | |
|-----------------------|-----------|---|-----------|--------------|-----------|-----------------------|-----------|--------------|--|
| World Region | | For the One Month and Eight Months Ended April 30, 2020 | | | | | | | |
| Destination | Shelled | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| | One Month | Eight Months | One Month | Eight Months | One Month | Eight Months | One Month | Eight Months | |
| Africa | | | | | | | | | |
| Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | |
| Egypt | 42,000 | 86,220 | -0- | -0- | -0- | -0- | 84,000 | 172,440 | |
| Total Africa | 42,000 | 86,220 | -0- | -0- | -0- | -0- | 84,000 | 172,440 | |
| Asia | | | | | | | | | |
| China | 744,852 | 1,116,519 | 44,660 | 12,701,528 | -0- | -0- | 1,534,364 | 14,934,566 | |
| Hong Kong | | 57,599 | | 3,616,500 | -0- | -0- | -0- | 3,731,698 | |
| India | | 21,720 | | -0- | -0- | -0- | -0- | 43,440 | |
| Japan | 40,950 | 321,450 | -0- | -0- | -0- | -0- | 81,900 | 642,900 | |
| Kuwait | 42,000 | 146,700 | -0- | -0- | -0- | -0- | 84,000 | 293,400 | |
| Malaysia | | 33,000 | -0- | -0- | -0- | -0- | -0- | 66,000 | |
| Philippines | 3,360 | 6,720 | -0- | -0- | -0- | -0- | 6,720 | 13,440 | |
| Qatar | | 16,590 | -0- | -0- | -0- | -0- | -0- | 33,180 | |
| Singapore | | 23,220 | -0- | -0- | -0- | -0- | -0- | 46,440 | |
| South Korea | 63,600 | 1,091,100 | -0- | -0- | -0- | -0- | 127,200 | 2,182,200 | |
| Thailand | 17,610 | 80,760 | | 55,100 | -0- | -0- | 35,220 | 216,620 | |
| Taiwan | 36,000 | 166,410 | | 1,369,556 | -0- | -0- | 72,000 | 1,702,376 | |
| Vietnam | | 202,500 | -0- | -0- | -0- | -0- | -0- | 405,000 | |
| Total Asia | 948,372 | 3,284,288 | 44,660 | 17,742,684 | -0- | -0- | 1,941,404 | 24,311,260 | |
| | | 2019 - 2020 - Current | | | | | | | |
| World Region | | For the One Month and Eight Months Ended April 30, 2020 | | | | | | | |
| Destination | Shelled | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| | One Month | Eight Months | One Month | Eight Months | One Month | Eight Months | One Month | Eight Months | |
| Australia / Oceania | | | | | | | | | |
| Australia | 22,200 | 66,600 | -0- | -0- | -0- | -0- | 44,400 | 133,200 | |
| Total Australia | 22,200 | 66,600 | -0- | -0- | -0- | -0- | 44,400 | 133,200 | |
| Europe | | | | | | | | | |
| Austria | | 48,000 | -0- | -0- | -0- | -0- | -0- | 96,000 | |
| Belgium | 40,500 | 222,000 | -0- | -0- | -0- | -0- | 81,000 | 444,000 | |
| Czech Republic | | 41,400 | -0- | -0- | -0- | -0- | -0- | 82,800 | |
| Denmark | 8,400 | 485,490 | -0- | -0- | -0- | -0- | 16,800 | 970,980 | |
| France | 110,670 | 1,347,930 | -0- | -0- | -0- | 8 | 221,340 | 2,695,868 | |
| Germany | 1,521,240 | 4,125,720 | -0- | -0- | -0- | -0- | 3,042,480 | 8,251,440 | |
| Greece | 42,000 | 109,500 | -0- | -0- | -0- | -0- | 84,000 | 219,000 | |
| Ireland | (330) | 49,560 | -0- | -0- | -0- | -0- | (660) | 99,120 | |
| Italy | | 197,220 | -0- | -0- | -0- | -0- | -0- | 394,440 | |
| Latvia | | 14,610 | -0- | -0- | -0- | -0- | -0- | 29,220 | |
| Lithuania | 82,500 | 339,570 | -0- | -0- | -0- | -0- | 165,000 | 679,140 | |
| Netherlands | 454,500 | 2,890,650 | -0- | -0- | -0- | -0- | 909,000 | 5,781,300 | |
| Norway | | 58,800 | -0- | -0- | -0- | -0- | -0- | 117,600 | |
| Poland | 2,200 | 2,200 | -0- | -0- | -0- | -0- | 4,400 | 4,400 | |
| Portugal | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | |
| Russia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | |
| Slovenia | 5,400 | 12,600 | -0- | -0- | -0- | -0- | 10,800 | 25,200 | |
| Spain | 271,350 | 776,430 | -0- | -0- | -0- | -0- | 542,700 | 1,552,860 | |
| Sweden | 27,900 | 195,780 | -0- | -0- | -0- | -0- | 55,800 | 391,560 | |
| Switzerland | 40,500 | 394,020 | -0- | -0- | -0- | -0- | 81,000 | 788,040 | |
| United Kingdom | 273,030 | 1,993,686 | -0- | -0- | -0- | -0- | 546,060 | 3,987,372 | |
| Total Europe | 2,879,860 | 13,305,166 | -0- | -0- | -0- | 8 | 5,759,720 | 26,610,340 | |
| | | 2019 - 2020 - Current | | | | | | | |
| World Region | | For the One Month and Eight Months Ended April 30, 2020 | | | | | | | |
| Destination | Shelled | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| | One Month | Eight Months | One Month | Eight Months | One Month | Eight Months | One Month | Eight Months | |
| Middle East | | | | | | | | | |
| Israel | 213,900 | 904,720 | -0- | -0- | -0- | -0- | 427,800 | 1,809,440 | |
| Jordan | | 61,230 | -0- | -0- | -0- | -0- | -0- | 122,460 | |
| Lebanon | | 234,000 | -0- | -0- | -0- | -0- | -0- | 468,000 | |
| Saudi Arabia | 192,000 | 651,400 | -0- | -0- | -0- | -0- | 384,000 | 1,302,800 | |
| Turkey | | 24,000 | -0- | -0- | -0- | -0- | -0- | 48,000 | |
| United Arab Emirates | 24,000 | 336,300 | -0- | -0- | -0- | -0- | 48,000 | 672,600 | |
| Total Middle East | 429,900 | 2,211,650 | -0- | -0- | -0- | -0- | 859,800 | 4,423,300 | |
| North America | | | | | | | | | |
| Canada | 509,505 | 5,246,651 | -0- | 26,294 | -0- | -0- | 1,019,010 | 10,519,596 | |
| Costa Rica | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | |
| Mexico | 38,300 | 464,341 | -0- | 4,624,325 | 196,810 | 1,851,838 | 273,410 | 7,404,845 | |
| Puerto Rico | | 1,680 | -0- | -0- | -0- | -0- | -0- | 3,360 | |
| Total North America | 547,805 | 5,712,672 | -0- | 4,650,619 | 196,810 | 1,851,838 | 1,292,420 | 17,927,801 | |
| South American | | | | | | | | | |
| Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | |
| Peru | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | 24,600 | |
| Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | |
| Total South America | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | 24,600 | |
| Total Exports | 4,870,137 | 24,678,896 | -0- | 22,393,303 | 196,810 | 1,851,846 | 9,981,744 | 73,602,941 | |
| Total Domestic | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | |
| Grand Total Shipments | 4,870,137 | 24,678,896 | -0- | 22,393,303 | 196,810 | 1,851,846 | 9,981,744 | 73,602,941 | |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

For the One Month and Eight Months Ended April 30, 2020

| Variety Name | One Month | Eight Months |
|---------------------|-----------|--------------|
| Inshell | | |
| Blends/Mixed Budded | 130,964 | 21,251,686 |
| Byrd | | -0- |
| Bradley | -0- | 1,004,588 |
| Caddo | -0- | 721,404 |
| Cape Fear | 8,535 | 2,504,637 |
| Cheyenne | 87,699 | 406,922 |
| Creek | -0- | 670,008 |
| Desirable | 10,664 | 16,047,666 |
| Desirable Type | -0- | 1,765,181 |
| Eastern Schley | -0- | 1,347,162 |
| Elliott | 363 | 2,124,156 |
| Excel | -0- | 1,447,089 |
| Moneymaker | 26,951 | 1,411,099 |
| Pawnee | 17,340 | 10,496,154 |
| Stuart | 595 | 8,935,101 |
| Sumner | -0- | 4,598,575 |
| Western Schley | 4,793,906 | 65,551,812 |
| Wichita | 47,447 | 12,439,728 |
| Other | 82,919 | 11,962,304 |
| Native/Seedling | 1,123,907 | 29,155,982 |
| Substandard | 1,608,959 | 19,597,803 |
| Total Varieties | 7,940,249 | 213,439,057 |

Variance in data may occur due to lack of variety breakdown provided. Data may be revised or updated as more information is provided.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

May 31, 2020

| | 5/31/2020 | 5/31/2019 | 9/1/19-5/31/20 | 9/1/18-5/31/19 |
|-----------------------------------|-------------|-------------|---------------------|----------------|
| Shipments: | | | | |
| Shelled Meats | | | | |
| Retail/Grocery/Export | 10,011,227 | 11,710,229 | 118,168,977 | 114,830,123 |
| Inter-handler Transfers Shipped | 22,530 | 194,870 | 730,979 | 4,884,169 |
| Inter-handler Transfers Received | (422,100) | (1,072,896) | (8,786,695) | (14,047,456) |
| Total Shelled Meats | 9,611,657 | 10,832,203 | 110,113,261 | 105,666,836 |
| Inshell | | | | |
| Retail/Grocery/Export | 6,581,471 | 3,755,168 | 59,565,674 | 34,699,370 |
| Inter-handler Transfers Shipped | 1,011,843 | 2,350,944 | 40,449,548 | 106,265,620 |
| Inter-handler Transfers Received | (933,852) | (4,286,017) | (171,117,503) | (159,931,570) |
| Total Inshell Meats | 6,659,462 | 1,820,095 | (71,102,281) | (18,966,580) |
| Total Shipments (Inshell Basis) | 25,882,775 | 23,484,501 | 149,124,241 | 192,367,093 |
| | | | | |
| | 5/31/2020 | 5/31/2019 | % of Change of Year | |
| Total Pecans in Inventory: | | | | |
| Shelled Meats | 59,168,046 | 61,202,255 | -3% | |
| Inshell | 150,777,455 | 118,454,371 | 27% | |
| Total (Inshell Basis) | 269,113,547 | 240,858,881 | 12% | |
| Commitments to Ship: | | | | |
| Meats: | | | | |
| Domestic-Shelled Meats | 84,418,134 | 66,179,743 | 28% | |
| Export-Shelled Meats | 10,448,200 | 13,328,674 | -22% | |
| Total Meats | 94,866,334 | 79,508,417 | 19% | |
| Inshell: | | | | |
| Domestic-Inshell | 5,007,902 | 2,196,933 | 128% | |
| Export-Inshell | 6,554,828 | 2,605,577 | 152% | |
| Total Inshell | 11,562,730 | 4,802,510 | 141% | |
| Less: Contracts to Purchase: | | | | |
| Shelled Meats | (804,000) | (958,710) | -16% | |
| Inshell | (5,725,593) | (1,769,205) | 224% | |
| Total Commitments (Inshell Basis) | 193,961,805 | 160,132,719 | 21% | |
| | | | | |
| Net Open Position | 75,151,742 | 80,726,162 | -7% | |

\$986.20 Inventory totals do not include pecans warehoused by growers. Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

Data is accurate as of (date). Any amendments shall be made the following month.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

May 31, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO

U.S. AS SHELLED MEATS

| | 5/31/2020 | 5/31/2019 | 9/1/19-5/31/20 | 9/1/18-5/31/19 |
|-------------------------------------|-----------|-----------|----------------|----------------|
| Inshell Exported for Shelling: | | | | |
| Mexico | - | - | 10,524,756 | 6,664,091 |
| Total Inshell Exported for Shelling | - | - | 10,524,756 | 6,664,091 |

Shelled Meats - Produced in U.S. Inshell Returned to U.S.:

| | | | | |
|--|--------|---------|-----------|-----------|
| Mexico | 28,650 | 118,650 | 4,250,754 | 4,431,896 |
| Total Shelled Meats - Produced in U.S. Inshell Returne | 28,650 | 237,300 | 4,250,754 | 4,431,896 |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | 5/31/2020 | 5/31/2019 | 9/1/19-5/31/20 | 9/1/18-5/31/19 |
|---------------------|-----------|-----------|----------------|----------------|
| Shelled Meats: | | | | |
| Country of Origin: | | | | |
| Australia | 177,810 | -0- | 177,810 | 77,288 |
| Mexico | 1,738,642 | 1,877,474 | 10,857,250 | 16,949,167 |
| Total Shelled Meats | 1,916,452 | 1,877,474 | 11,035,060 | 17,026,455 |

Inshell:

| | | | | |
|--------------------|---|---------|------------|------------|
| Country of Origin: | | | | |
| Argentina | | -0- | 47,641 | 447,982 |
| Mexico | | 395,573 | 56,361,347 | 65,200,676 |
| Total Inshell | - | 395,573 | 56,408,988 | 65,648,658 |

Total (Inshell Basis)

| | | | | |
|-----------------------|-----------|-----------|------------|------------|
| Argentina | -0- | -0- | 47,641 | 447,982 |
| Australia | 355,620 | -0- | 355,620 | 154,576 |
| Mexico | 3,477,284 | 4,150,521 | 78,437,553 | 99,099,010 |
| Total (Inshell Basis) | 3,832,904 | 4,150,521 | 78,840,814 | 99,701,568 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

May 31, 2020

| World Region | | | | | | | | | | |
|--------------------------|-----------|----------------|-----------|----------------|--------------|----------------|-----------------------|-----------|----------------|----------------|
| Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| | 5/31/2020 | 9/1/19-5/31/20 | 5/31/2020 | 9/1/19-5/31/20 | 5/31/2020 | 9/1/19-5/31/20 | 5/31/2020 | 5/31/2019 | 9/1/19-5/31/20 | 9/1/18-5/31/19 |
| Africa | | | | | | | | | | |
| Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Egypt | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | -0- | 172,440 | 231,300 |
| Morocco | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 28,250 |
| Total Africa | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | -0- | 172,440 | 259,550 |
| Asia | | | | | | | | | | |
| China | 387,750 | 1,504,269 | 856,300 | 13,557,828 | -0- | -0- | 1,631,800 | 297,211 | 16,566,366 | 3,494,596 |
| Hong Kong | -0- | 57,599 | -0- | 3,616,500 | -0- | -0- | -0- | 1,311,750 | 3,731,698 | 9,266,509 |
| India | -0- | 21,720 | -0- | -0- | -0- | -0- | -0- | -0- | 43,440 | 105,780 |
| Japan | 69,750 | 391,200 | -0- | -0- | -0- | -0- | 139,500 | 46,500 | 782,400 | 1,553,100 |
| Kuwait | -0- | 146,700 | -0- | -0- | -0- | -0- | -0- | -0- | 293,400 | 191,400 |
| Malaysia | -0- | 33,000 | -0- | -0- | -0- | -0- | -0- | 480 | 66,000 | 480 |
| Philippines | -0- | 6,720 | -0- | -0- | -0- | -0- | -0- | -0- | 13,440 | 13,440 |
| Qatar | -0- | 16,590 | -0- | -0- | -0- | -0- | -0- | 26,460 | 33,180 | 52,920 |
| Singapore | 1,680 | 24,900 | -0- | -0- | -0- | -0- | 3,360 | -0- | 49,800 | 9,000 |
| South Korea | 63,000 | 1,154,100 | -0- | -0- | -0- | -0- | 126,000 | 244,008 | 2,308,200 | 1,675,608 |
| Thailand | -0- | 80,760 | -0- | 55,100 | -0- | -0- | -0- | 91,200 | 216,620 | 256,500 |
| Taiwan | -0- | 166,410 | -0- | 1,369,556 | -0- | -0- | -0- | -0- | 1,702,376 | 602,820 |
| Vietnam | 40,500 | 243,000 | -0- | -0- | -0- | -0- | 81,000 | -0- | 486,000 | 497,094 |
| Total Asia | 562,680 | 3,846,968 | 856,300 | 18,598,984 | -0- | -0- | 1,981,660 | 2,017,609 | 26,292,920 | 17,719,247 |
| Australia/Oceania | | | | | | | | | | |
| Australia | -0- | 66,600 | -0- | -0- | -0- | -0- | -0- | -0- | 133,200 | 151,000 |
| Total Australia | -0- | 66,600 | -0- | -0- | -0- | -0- | -0- | -0- | 133,200 | 151,000 |
| Europe | | | | | | | | | | |
| Austria | -0- | 48,000 | -0- | -0- | -0- | -0- | -0- | -0- | 96,000 | 106,600 |
| Belgium | 81,000 | 303,000 | -0- | -0- | -0- | -0- | 162,000 | 210,000 | 606,000 | 1,116,450 |
| Czech Republic | -0- | 41,400 | -0- | -0- | -0- | -0- | -0- | 7,200 | 82,800 | 241,568 |
| Denmark | -0- | 485,490 | -0- | -0- | -0- | -0- | -0- | 65,580 | 970,980 | 1,535,235 |
| France | 40,500 | 1,388,430 | -0- | -0- | -0- | -0- | 81,000 | 451,380 | 2,776,868 | 4,150,460 |
| Germany | 527,700 | 4,653,420 | -0- | -0- | -0- | -0- | 1,055,400 | 1,501,980 | 9,306,840 | 10,408,383 |
| Greece | -0- | 109,500 | -0- | -0- | -0- | -0- | -0- | -0- | 219,000 | 87,600 |
| Ireland | -0- | 49,560 | -0- | -0- | -0- | -0- | -0- | -0- | 99,120 | -0- |
| Italy | 168,000 | 365,220 | -0- | -0- | -0- | -0- | 336,000 | -0- | 730,440 | 162,000 |
| Latvia | 1,500 | 16,110 | -0- | -0- | -0- | -0- | 3,000 | -0- | 32,220 | -0- |
| Lithuania | 42,000 | 381,570 | -0- | -0- | -0- | -0- | 84,000 | 48,000 | 763,140 | 774,180 |
| Netherlands | 163,230 | 3,053,880 | -0- | -0- | -0- | -0- | 326,460 | 603,180 | 6,107,760 | 9,301,470 |
| Norway | -0- | 58,800 | -0- | -0- | -0- | -0- | -0- | 66,000 | 117,600 | 125,696 |
| Poland | 22,800 | 25,000 | -0- | -0- | -0- | -0- | 45,600 | -0- | 50,000 | -0- |
| Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Russia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 42,000 |
| Slovenia | -0- | 12,600 | -0- | -0- | -0- | -0- | -0- | -0- | 25,200 | 3,600 |
| Spain | 143,670 | 920,100 | -0- | -0- | -0- | -0- | 287,340 | 319,020 | 1,840,200 | 1,100,460 |
| Sweden | 23,370 | 219,150 | -0- | -0- | -0- | -0- | 46,740 | 88,980 | 438,300 | 495,664 |
| Switzerland | 94,260 | 488,280 | -0- | -0- | -0- | -0- | 188,520 | 84,000 | 976,560 | 988,200 |
| United Kingdom | 231,090 | 2,224,776 | -0- | -0- | -0- | -0- | 462,180 | 725,940 | 4,449,552 | 6,732,164 |
| Total Europe | 1,539,120 | 14,844,286 | -0- | -0- | -0- | 8 | 3,078,240 | 4,171,260 | 29,688,580 | 37,371,730 |
| Middle East | | | | | | | | | | |
| Israel | 66,000 | 970,720 | -0- | -0- | -0- | -0- | 132,000 | 171,600 | 1,941,440 | 3,407,700 |
| Jordan | -0- | 61,230 | -0- | -0- | -0- | -0- | -0- | -0- | 122,460 | 48,000 |
| Lebanon | 42,000 | 276,000 | -0- | -0- | -0- | -0- | 84,000 | -0- | 552,000 | 112,500 |
| Saudi Arabia | 126,000 | 777,400 | -0- | -0- | -0- | -0- | 252,000 | 132,000 | 1,554,800 | 1,427,820 |
| Turkey | 24,000 | 48,000 | -0- | -0- | -0- | -0- | 48,000 | -0- | 96,000 | -0- |
| United Arab Emirates | 21,450 | 357,750 | -0- | -0- | -0- | -0- | 42,900 | 72,000 | 715,500 | 672,762 |
| Total Middle East | 279,450 | 2,491,100 | -0- | -0- | -0- | -0- | 558,900 | 375,600 | 4,982,200 | 5,716,782 |
| North America | | | | | | | | | | |
| Canada | 306,337 | 5,552,988 | -0- | 26,294 | -0- | -0- | 612,674 | 1,247,580 | 11,132,270 | 11,334,150 |
| Costa Rica | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 45,600 |
| Mexico | -0- | 464,341 | 4,453,426 | 9,077,751 | -0- | 128,840 | 4,453,426 | 1,764,419 | 10,135,273 | 15,538,373 |
| Puerto Rico | -0- | 1,680 | -0- | -0- | -0- | -0- | -0- | -0- | 3,360 | -0- |
| Total North America | 306,337 | 6,019,009 | 4,453,426 | 9,104,045 | -0- | 128,840 | 5,066,100 | 3,011,999 | 21,270,903 | 26,918,123 |
| South American | | | | | | | | | | |
| Columbia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 4,800 |
| Peru | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | -0- | 24,600 | 210,000 |
| Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 27,000 |
| Total South America | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | -0- | 24,600 | 241,800 |
| Total Exports | 2,687,587 | 27,366,483 | 5,309,726 | 27,703,029 | -0- | 128,848 | 10,684,900 | 9,576,468 | 82,564,843 | 88,378,232 |
| Grand Total Shipments | 2,687,587 | 27,366,483 | 5,309,726 | 27,703,029 | -0- | 128,848 | 10,684,900 | 9,576,468 | 82,564,843 | 88,378,232 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by"2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

May 31, 2020

| Variety Name | 5/31/2020 | 5/31/2019 | 9/1/19-5/31/20 | 9/1/18-5/31/19 |
|---------------------|-----------|-----------|----------------|----------------|
| Inshell | | | | |
| Blends/Mixed Budded | 7,066 | 905,574 | 21,241,207 | 29,514,610 |
| Byrd | -0- | - | -0- | 1,774,538 |
| Bradley | -0- | 1,142 | 1,004,588 | 1,129,652 |
| Caddo | -0- | - | 721,404 | 603,411 |
| Cape Fear | 28,500 | - | 2,533,137 | 833,828 |
| Cheyenne | 7,735 | - | 414,657 | 6,427,238 |
| Creek | -0- | - | -0- | 3,454,625 |
| Desirable | 3,981 | 3,934 | 16,051,647 | 3,151,823 |
| Desirable Type | -0- | - | 1,765,181 | 1,772,710 |
| Eastern Schley | -0- | - | 1,347,162 | 3,503,208 |
| Elliott | -0- | - | 2,124,156 | 949,383 |
| Excel | -0- | - | 1,447,089 | 5,205,809 |
| Moneymaker | -0- | - | 1,411,099 | 10,043,773 |
| Pawnee | 78,291 | 43,095 | 10,574,445 | 5,248,916 |
| Stuart | -0- | 44,388 | 8,935,101 | 11,426,440 |
| Sumner | -0- | - | 4,598,575 | 11,741,063 |
| Western Schley | 6,810,849 | 2,873,307 | 72,362,661 | 78,230,719 |
| Wichita | 604,346 | 622,434 | 13,044,074 | 12,816,999 |
| Other | 13,585 | 1,140,740 | 11,975,889 | 16,162,958 |
| Native/Seedling | 277,929 | 50,026 | 29,433,911 | 13,190,910 |
| Substandard | 1,473,430 | 712,058 | 21,071,233 | 13,679,383 |
| Total Varieties | 9,305,712 | 6,396,698 | 222,057,216 | 230,861,995 |

Data is accurate as of (date). Any amendments shall be made the following month.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

June 30, 2020

| | 6/30/2020 | 6/30/2019 | 9/1/19-6/30/20 | 9/1/18-6/30/19 |
|-----------------------------------|--------------------|--------------------|---------------------|---------------------|
| Shipments: | | | | |
| Shelled Meats | | | | |
| Retail/Grocery/Export | 11,178,695 | 10,719,933 | 129,347,672 | 125,325,374 |
| Inter-handler Transfers Shipped | 43,830 | 95,235 | 774,809 | 4,979,404 |
| Inter-handler Transfers Received | (164,700) | (910,080) | (8,951,395) | (14,957,536) |
| Total Shelled Meats | <u>11,057,825</u> | <u>9,905,088</u> | <u>121,171,086</u> | <u>115,347,242</u> |
| Inshell | | | | |
| Retail/Grocery/Export | 4,211,373 | 1,784,471 | 63,777,047 | 36,483,841 |
| Inter-handler Transfers Shipped | 83,040 | 3,387,450 | 40,532,588 | 109,653,070 |
| Inter-handler Transfers Received | (27,638) | (2,680,113) | (171,145,141) | (162,611,683) |
| Total Inshell Meats | <u>4,266,775</u> | <u>2,491,808</u> | <u>(66,835,506)</u> | <u>(16,474,772)</u> |
| Total Shipments (Inshell Basis) | <u>26,382,425</u> | <u>22,301,983</u> | <u>175,506,666</u> | <u>214,219,712</u> |
| <hr/> | | | | |
| | 6/30/2020 | 6/30/2019 | % of Change of Year | |
| Total Pecans in Inventory: | | | | |
| Shelled Meats | 58,467,709 | 61,135,963 | -4% | |
| Inshell | 134,311,306 | 98,727,013 | 36% | |
| Total (Inshell Basis) | <u>251,246,724</u> | <u>220,998,938</u> | 14% | |
| Commitments to Ship: | | | | |
| Meats: | | | | |
| Domestic-Shelled Meats | 76,090,062 | 60,384,901 | 26% | |
| Export-Shelled Meats | 12,251,050 | 10,622,704 | 15% | |
| Total Meats | <u>88,341,112</u> | <u>71,007,605</u> | 24% | |
| Inshell: | | | | |
| Domestic-Inshell | 3,358,247 | 573,634 | 485% | |
| Export-Inshell | 6,554,828 | 1,472,229 | 345% | |
| Total Inshell | <u>9,913,075</u> | <u>2,045,863</u> | 385% | |
| Less: Contracts to Purchase: | | | | |
| Shelled Meats | (804,000) | (800,310) | 0% | |
| Inshell | (4,708,613) | (1,437,067) | 228% | |
| Total Commitments (Inshell Basis) | <u>180,278,686</u> | <u>141,023,386</u> | 28% | |
| Net Open Position | <u>70,968,038</u> | <u>79,975,552</u> | -11% | |

§986.20 Inventory totals do not include pecans warehoused by growers. Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

May 31, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO

U.S. AS SHELLED MEATS

| | <u>6/30/2020</u> | <u>6/30/2019</u> | <u>9/1/19-6/30/20</u> | <u>9/1/18-6/30/19</u> |
|--|------------------|------------------|-----------------------|-----------------------|
| Inshell Exported for Shelling: | | | | |
| Mexico | - | - | 10,524,756 | 6,664,091 |
| Total Inshell Exported for Shelling | <u>-</u> | <u>-</u> | <u>10,524,756</u> | <u>6,664,091</u> |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | | | |
| Mexico | - | 926,790 | 4,250,754 | 5,358,686 |
| Total Shelled Meats - Produced in U.S. Inshell Returne | <u>-</u> | <u>1,853,580</u> | <u>4,250,754</u> | <u>5,358,686</u> |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | <u>6/30/2020</u> | <u>6/30/2019</u> | <u>9/1/19-6/30/20</u> | <u>9/1/18-6/30/19</u> |
|-----------------------|------------------|------------------|-----------------------|-----------------------|
| Shelled Meats: | | | | |
| Country of Origin: | | | | |
| Australia | - | -0- | 177,810 | 77,288 |
| Mexico | 1,184,463 | 1,165,326 | 12,041,713 | 18,114,493 |
| Total Shelled Meats | <u>1,184,463</u> | <u>1,165,326</u> | <u>12,219,523</u> | <u>18,191,781</u> |
| Inshell: | | | | |
| Country of Origin: | | | | |
| Argentina | - | -0- | 47,641 | 447,982 |
| Mexico | - | 390,708 | 56,361,347 | 65,591,384 |
| Total Inshell | <u>-</u> | <u>390,708</u> | <u>56,408,988</u> | <u>66,039,366</u> |
| Total (Inshell Basis) | | | | |
| Argentina | -0- | -0- | 47,641 | 447,982 |
| Australia | -0- | -0- | 355,620 | 154,576 |
| Mexico | 2,368,926 | 2,721,360 | 80,806,479 | 101,820,370 |
| Total (Inshell Basis) | <u>2,368,926</u> | <u>2,721,360</u> | <u>81,209,740</u> | <u>102,422,928</u> |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

June 30, 2020

| World Region | | | | | | | | | | |
|--------------------------|-----------|----------------|-----------|----------------|--------------|----------------|-----------------------|-----------|----------------|----------------|
| Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| Destination | 6/30/2020 | 9/1/19-6/30/20 | 6/30/2020 | 9/1/19-6/30/20 | 6/30/2020 | 9/1/19-6/30/20 | 6/30/2020 | 6/30/2019 | 9/1/19-6/30/20 | 9/1/18-6/30/19 |
| Africa | | | | | | | | | | |
| Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Egypt | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | 42,000 | 172,440 | 273,300 |
| Morocco | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 28,250 |
| Total Africa | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | 42,000 | 172,440 | 301,550 |
| Asia | | | | | | | | | | |
| China | | 1,504,269 | | 13,557,828 | -0- | -0- | -0- | 262,500 | 16,566,366 | 3,757,096 |
| Hong Kong | 1,113 | 58,712 | | 3,616,500 | -0- | -0- | 2,226 | 1,517,150 | 3,733,924 | 10,783,659 |
| India | | 21,720 | | -0- | -0- | -0- | -0- | 15,000 | 43,440 | 120,780 |
| Japan | 48,600 | 439,800 | | -0- | -0- | -0- | 97,200 | 111,000 | 879,600 | 1,664,100 |
| Kuwait | | 146,700 | | -0- | -0- | -0- | -0- | -0- | 293,400 | 191,400 |
| Malaysia | | 33,000 | | -0- | -0- | -0- | -0- | -0- | 66,000 | 480 |
| Philippines | | 6,720 | | -0- | -0- | -0- | -0- | -0- | 13,440 | 13,440 |
| Qatar | | 16,590 | | -0- | -0- | -0- | -0- | -0- | 33,180 | 52,920 |
| Singapore | 3,360 | 28,260 | | -0- | -0- | -0- | 6,720 | 30,000 | 56,520 | 39,000 |
| South Korea | 81,000 | 1,235,100 | | -0- | -0- | -0- | 162,000 | 97,008 | 2,470,200 | 1,772,616 |
| Thailand | | 80,760 | | 55,100 | -0- | -0- | -0- | 45,600 | 216,620 | 302,100 |
| Taiwan | 36,000 | 202,410 | | 1,369,556 | -0- | -0- | 72,000 | 120,000 | 1,774,376 | 722,820 |
| Vietnam | 40,500 | 283,500 | | -0- | -0- | -0- | 81,000 | 81,000 | 567,000 | 578,094 |
| Total Asia | 210,573 | 4,057,541 | -0- | 18,598,984 | -0- | -0- | 421,146 | 2,279,258 | 26,714,066 | 19,998,505 |
| Australia/Oceania | | | | | | | | | | |
| Australia | -0- | 66,600 | -0- | -0- | -0- | -0- | -0- | 48,000 | 133,200 | 199,000 |
| Total Australia | -0- | 66,600 | -0- | -0- | -0- | -0- | -0- | 48,000 | 133,200 | 199,000 |
| Europe | | | | | | | | | | |
| Austria | | 48,000 | -0- | -0- | -0- | -0- | -0- | 3,600 | 96,000 | 110,200 |
| Belgium | 24,000 | 327,000 | -0- | -0- | -0- | -0- | 48,000 | -0- | 654,000 | 1,116,450 |
| Czech Republic | 24,000 | 65,400 | -0- | -0- | -0- | -0- | 48,000 | 7,200 | 130,800 | 248,768 |
| Denmark | 60 | 485,550 | -0- | -0- | -0- | -0- | -0- | 126,000 | 971,100 | 1,661,235 |
| France | 124,440 | 1,512,870 | -0- | -0- | -0- | -0- | 248,880 | 266,520 | 3,025,748 | 4,416,980 |
| Germany | 741,300 | 5,394,720 | -0- | -0- | -0- | -0- | 1,482,600 | -0- | 10,789,440 | 45,000 |
| Greece | | 109,500 | -0- | -0- | -0- | -0- | -0- | 1,647,480 | 219,000 | 12,055,863 |
| Ireland | 6,000 | 55,560 | -0- | -0- | -0- | -0- | 12,000 | -0- | 111,120 | 87,600 |
| Italy | | 365,220 | -0- | -0- | -0- | -0- | -0- | -0- | 730,440 | 162,000 |
| Latvia | | 16,110 | -0- | -0- | -0- | -0- | -0- | -0- | 32,220 | -0- |
| Lithuania | 42,000 | 423,570 | -0- | -0- | -0- | -0- | 84,000 | 91,800 | 847,140 | 865,980 |
| Netherlands | 319,200 | 3,373,080 | -0- | -0- | -0- | -0- | 638,400 | 676,500 | 6,746,160 | 9,977,970 |
| Norway | | 58,800 | -0- | -0- | -0- | -0- | -0- | -0- | 117,600 | 125,696 |
| Poland | | 25,000 | -0- | -0- | -0- | -0- | -0- | -0- | 50,000 | -0- |
| Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 14,400 | -0- | 14,400 |
| Russia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 42,000 |
| Slovenia | | 12,600 | -0- | -0- | -0- | -0- | -0- | -0- | 25,200 | 3,600 |
| Spain | 140,010 | 1,060,110 | -0- | -0- | -0- | -0- | 280,020 | 239,340 | 2,120,220 | 1,339,800 |
| Sweden | 5,400 | 224,550 | -0- | -0- | -0- | -0- | 10,800 | 64,800 | 449,100 | 560,464 |
| Switzerland | 61,080 | 549,360 | -0- | -0- | -0- | -0- | 122,160 | 165,000 | 1,098,720 | 1,153,200 |
| United Kingdom | 360,810 | 2,585,586 | -0- | -0- | -0- | -0- | 721,620 | 664,980 | 5,171,172 | 7,397,144 |
| Total Europe | 1,848,300 | 16,692,586 | -0- | -0- | -0- | 8 | 3,696,600 | 3,967,620 | 33,385,180 | 41,384,350 |
| Middle East | | | | | | | | | | |
| Israel | 93,180 | 1,063,900 | -0- | -0- | -0- | -0- | 186,360 | 254,400 | 2,127,800 | 3,662,100 |
| Jordan | | 61,230 | -0- | -0- | -0- | -0- | -0- | -0- | 122,460 | 48,000 |
| Lebanon | | 276,000 | -0- | -0- | -0- | -0- | -0- | -0- | 552,000 | 112,500 |
| Saudi Arabia | 108,000 | 885,400 | -0- | -0- | -0- | -0- | 216,000 | 48,000 | 1,770,800 | 1,475,820 |
| Turkey | | 48,000 | -0- | -0- | -0- | -0- | -0- | -0- | 96,000 | 48,000 |
| United Arab Emirates | | 357,750 | -0- | -0- | -0- | -0- | -0- | 77,940 | 715,500 | 750,702 |
| Total Middle East | 201,180 | 2,692,280 | -0- | -0- | -0- | -0- | 402,360 | 380,340 | 5,384,560 | 6,097,122 |
| North America | | | | | | | | | | |
| Canada | 846,780 | 6,399,768 | | 26,294 | -0- | -0- | 1,693,560 | 1,567,800 | 12,825,830 | 12,901,950 |
| Costa Rica | | -0- | | -0- | -0- | -0- | -0- | -0- | -0- | 45,600 |
| Mexico | | 464,341 | 2,803,771 | 11,881,522 | -0- | 128,840 | 2,803,771 | 451,615 | 12,939,044 | 15,989,988 |
| Puerto Rico | | 1,680 | -0- | -0- | -0- | -0- | -0- | -0- | 3,360 | -0- |
| Total North America | 846,780 | 6,865,789 | 2,803,771 | 11,907,816 | -0- | 128,840 | 4,497,331 | 2,019,415 | 25,768,234 | 28,937,538 |
| South American | | | | | | | | | | |
| Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 4,800 |
| Peru | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | -0- | 24,600 | 210,000 |
| Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 27,000 |
| Total South America | -0- | 12,300 | -0- | -0- | -0- | -0- | -0- | -0- | 24,600 | 241,800 |
| Total Exports | 3,106,833 | 30,473,316 | 2,803,771 | 30,506,800 | -0- | 128,848 | 9,017,437 | 8,736,633 | 91,582,280 | 97,159,865 |
| Grand Total Shipments | 3,106,833 | 30,473,316 | 2,803,771 | 30,506,800 | -0- | 128,848 | 9,017,437 | 8,736,633 | 91,582,280 | 97,159,865 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

June 30, 2020

| Variety Name | 6/30/2020 | 6/30/2019 | 9/1/19-6/30/20 | 9/1/18-6/30/19 |
|---------------------|-----------|-----------|----------------|----------------|
| Inshell | | | | |
| Blends/Mixed Budded | -0- | 69,970 | 21,241,207 | 29,584,580 |
| Byrd | | - | | 1,774,538 |
| Bradley | -0- | - | 1,004,588 | 1,129,652 |
| Caddo | -0- | 10,341 | 721,404 | 613,752 |
| Cape Fear | -0- | 78,489 | 2,533,137 | 912,317 |
| Cheyenne | -0- | - | 414,657 | 6,427,238 |
| Creek | -0- | - | -0- | 3,454,625 |
| Desirable | -0- | 100,196 | 16,051,647 | 3,252,019 |
| Desirable Type | 3,050 | 33,727 | 1,768,231 | 1,806,437 |
| Eastern Schley | -0- | - | 1,347,162 | 3,503,208 |
| Elliott | 738 | - | 2,124,894 | 949,383 |
| Excel | -0- | 54,586 | 1,447,089 | 5,260,395 |
| Moneymaker | -0- | - | 1,411,099 | 10,043,773 |
| Pawnee | 40 | 31,249 | 10,574,485 | 5,280,165 |
| Stuart | 2,847 | 178,548 | 8,937,948 | 11,604,988 |
| Sumner | -0- | 25,120 | 4,598,575 | 11,766,183 |
| Western Schley | 6,752,845 | 601,359 | 79,115,506 | 78,832,078 |
| Wichita | 32 | - | 13,044,106 | 12,816,999 |
| Other | 414 | 1,090,943 | 11,976,303 | 17,253,901 |
| Native/Seedling | 104 | 141,066 | 29,434,015 | 13,331,976 |
| Substandard | 470,033 | 443,138 | 21,541,266 | 14,122,521 |
| Total Varieties | 7,230,103 | 2,858,732 | 229,287,319 | 233,720,727 |

Data is accurate as of (date). Any amendments shall be made the following month.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

July 31, 2020

| | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
|-----------------------------------|-------------|-------------|---------------------|----------------|
| Shipments: | | | | |
| Shelled Meats | | | | |
| Retail/Grocery/Export | 10,645,111 | 11,167,482 | 139,992,783 | 136,492,856 |
| Inter-handler Transfers Shipped | 5,050 | 47,098 | 779,859 | 5,026,502 |
| Inter-handler Transfers Received | (212,083) | (929,488) | (9,163,478) | (15,887,024) |
| Total Shelled Meats | 10,438,078 | 10,285,092 | 131,609,164 | 125,632,334 |
| Inshell | | | | |
| Retail/Grocery/Export | 6,702 | 3,133,526 | 63,783,749 | 39,617,367 |
| Inter-handler Transfers Shipped | 2,702,311 | 362,712 | 43,234,899 | 110,015,782 |
| Inter-handler Transfers Received | (42,153) | (6,470,254) | (171,187,294) | (169,081,937) |
| Total Inshell Meats | 2,666,860 | (2,974,016) | (64,168,646) | (19,448,788) |
| Total Shipments (Inshell Basis) | 23,543,016 | 17,596,168 | 199,049,682 | 231,815,880 |
| | | | | |
| | 7/31/2020 | 7/31/2019 | % of Change of Year | |
| Total Pecans in Inventory: | | | | |
| Shelled Meats | 53,649,394 | 59,423,798 | -10% | |
| Inshell | 135,558,663 | 75,628,810 | 79% | |
| Total (Inshell Basis) | 242,857,451 | 194,476,406 | 25% | |
| Commitments to Ship: | | | | |
| Meats: | | | | |
| Domestic-Shelled Meats | 64,858,028 | 53,032,171 | 22% | |
| Export-Shelled Meats | 7,924,900 | 9,209,554 | -14% | |
| Total Meats | 72,782,928 | 62,241,725 | 17% | |
| Inshell: | | | | |
| Domestic-Inshell | 511,502 | 633,100 | -19% | |
| Export-Inshell | 6,554,828 | 1,146,768 | 472% | |
| Total Inshell | 7,066,330 | 1,779,868 | 297% | |
| Less: Contracts to Purchase: | | | | |
| Shelled Meats | (162,000) | (680,940) | -76% | |
| Inshell | -0- | (1,330,089) | -100% | |
| Total Commitments (Inshell Basis) | 152,308,186 | 123,571,349 | 23% | |
| | | | | |
| Net Open Position | 90,549,265 | 70,905,057 | 28% | |

§986.20 Inventory totals do not include pecans warehoused by growers. Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

Data is accurate as of August 20, 2020. Any amendments shall be made the following month.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

May 31, 2020

| INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO | | | | |
|--|-----------|-----------|----------------|----------------|
| U.S. AS SHELLED MEATS | | | | |
| | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
| Inshell Exported for Shelling: | | | | |
| Mexico | 3,303,214 | 2,406,337 | 13,827,970 | 9,070,428 |
| Total Inshell Exported for Shelling | 3,303,214 | 2,406,337 | 13,827,970 | 9,070,428 |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | | | |
| Mexico | 1,415,487 | 1,643,452 | 5,666,241 | 7,002,138 |
| Total Shelled Meats - Produced in U.S. Inshell Returne | 1,415,487 | 1,643,452 | 5,666,241 | 7,002,138 |
| PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS | | | | |
| | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
| Shelled Meats: | | | | |
| Country of Origin: | | | | |
| Australia | | -0- | 177,810 | 77,288 |
| Mexico | 1,055,861 | 472,960 | 13,097,574 | 18,587,453 |
| Total Shelled Meats | 1,055,861 | 472,960 | 13,275,384 | 18,664,741 |
| Inshell: | | | | |
| Country of Origin: | | | | |
| Argentina | | 90,036 | 47,641 | 538,018 |
| Mexico | 309,204 | -0- | 56,670,551 | 65,591,384 |
| Total Inshell | 309,204 | 90,036 | 56,718,192 | 66,129,402 |
| Total (Inshell Basis) | | | | |
| Argentina | -0- | 90,036 | 47,641 | 538,018 |
| Australia | -0- | -0- | 355,620 | 154,576 |
| Mexico | 2,420,926 | 945,920 | 83,227,405 | 102,766,290 |
| Total (Inshell Basis) | 2,420,926 | 1,035,956 | 83,630,666 | 103,458,884 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

May 31, 2020

| World Region | Destination | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
|-------------------|-----------------------|-----------|----------------|-----------|----------------|--------------|----------------|-----------------------|-----------|----------------|----------------|
| | | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
| Africa | | | | | | | | | | | |
| | Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| | Egypt | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | -0- | 172,440 | 273,300 |
| | Morocco | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 28,250 |
| | Total Africa | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | -0- | 172,440 | 301,550 |
| Asia | | | | | | | | | | | |
| | China | | 1,504,269 | | 13,557,828 | -0- | -0- | -0- | 82,200 | 16,566,366 | 3,839,296 |
| | Hong Kong | | 58,712 | | 3,616,500 | -0- | -0- | -0- | 623,194 | 3,733,924 | 11,406,853 |
| | India | | 21,720 | | -0- | -0- | -0- | -0- | 30,000 | 43,440 | 150,780 |
| | Japan | 46,050 | 485,850 | | -0- | -0- | -0- | 92,100 | 138,300 | 971,700 | 1,802,400 |
| | Kuwait | | 146,700 | | -0- | -0- | -0- | -0- | -0- | 293,400 | 191,400 |
| | Malaysia | | 33,000 | | -0- | -0- | -0- | -0- | 45,240 | 66,000 | 45,720 |
| | Philippines | 3,360 | 10,080 | | -0- | -0- | -0- | 6,720 | -0- | 20,160 | 13,440 |
| | Qatar | | 16,590 | | -0- | -0- | -0- | -0- | -0- | 33,180 | 52,920 |
| | Singapore | 15,000 | 43,260 | | -0- | -0- | -0- | 30,000 | -0- | 86,520 | 39,000 |
| | South Korea | 63,000 | 1,298,100 | | -0- | -0- | -0- | 126,000 | -0- | 2,596,200 | 1,772,616 |
| | Thailand | | 80,760 | | 55,100 | -0- | -0- | -0- | 45,600 | 216,620 | 347,700 |
| | Taiwan | | 202,410 | | 1,369,556 | -0- | -0- | -0- | -0- | 1,774,376 | 722,820 |
| | Vietnam | 42,000 | 325,500 | | -0- | -0- | -0- | 84,000 | -0- | 651,000 | 578,094 |
| | Total Asia | 169,410 | 4,226,951 | -0- | 18,598,984 | -0- | -0- | 338,820 | 964,534 | 27,052,886 | 20,963,039 |
| World Region | | | | | | | | | | | |
| Destination | | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| | | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
| World Region | | | | | | | | | | | |
| Destination | | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| | | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
| Australia/Oceania | | | | | | | | | | | |
| | Australia | 1,680 | 68,280 | -0- | -0- | -0- | -0- | 3,360 | -0- | 136,560 | 199,000 |
| | Total Australia | 1,680 | 68,280 | -0- | -0- | -0- | -0- | 3,360 | -0- | 136,560 | 199,000 |
| Europe | | | | | | | | | | | |
| | Austria | 24,000 | 72,000 | -0- | -0- | -0- | -0- | 48,000 | -0- | 144,000 | 110,200 |
| | Belgium | 40,500 | 367,500 | -0- | -0- | -0- | -0- | 81,000 | 161,940 | 735,000 | 1,278,390 |
| | Czech Republic | | 65,400 | -0- | -0- | -0- | -0- | -0- | -0- | 130,800 | 248,768 |
| | Denmark | 51,600 | 537,150 | -0- | -0- | -0- | -0- | 103,200 | 67,200 | 1,074,300 | 1,728,435 |
| | France | 226,020 | 1,738,890 | -0- | -0- | -0- | 8 | 452,040 | 403,380 | 3,477,788 | 4,820,360 |
| | Finland | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 45,000 |
| | Germany | 205,290 | 5,600,010 | -0- | -0- | -0- | -0- | 410,580 | 771,300 | 11,200,020 | 12,827,163 |
| | Greece | | 109,500 | -0- | -0- | -0- | -0- | -0- | [77,100] | 219,000 | 10,500 |
| | Ireland | | 55,560 | -0- | -0- | -0- | -0- | -0- | -0- | 111,120 | -0- |
| | Italy | 3,750 | 368,970 | -0- | -0- | -0- | -0- | 7,500 | 243,000 | 737,940 | 405,000 |
| | Latvia | 4,500 | 20,610 | -0- | -0- | -0- | -0- | 9,000 | -0- | 41,220 | -0- |
| | Lithuania | 42,000 | 465,570 | -0- | -0- | -0- | -0- | 84,000 | 81,000 | 931,140 | 946,980 |
| | Netherlands | 351,090 | 3,724,170 | -0- | -0- | -0- | -0- | 702,180 | 1,034,460 | 7,448,340 | 11,012,430 |
| | Norway | | 58,800 | -0- | -0- | -0- | -0- | -0- | -0- | 117,600 | 125,696 |
| | Poland | 4,410 | 29,410 | -0- | -0- | -0- | -0- | 8,820 | -0- | 58,820 | -0- |
| | Portugal | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 14,400 |
| | Russia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 42,000 |
| | Slovenia | 3,600 | 16,200 | -0- | -0- | -0- | -0- | 7,200 | -0- | 32,400 | 3,600 |
| | Spain | 59,220 | 1,119,330 | -0- | -0- | -0- | -0- | 118,440 | 178,320 | 2,238,660 | 1,518,120 |
| | Sweden | 6,900 | 231,450 | -0- | -0- | -0- | -0- | 13,800 | 21,600 | 462,900 | 582,064 |
| | Switzerland | 82,500 | 631,860 | -0- | -0- | -0- | -0- | 165,000 | -0- | 1,263,720 | 1,153,200 |
| | United Kingdom | 196,920 | 2,782,506 | -0- | -0- | -0- | -0- | 393,840 | 445,920 | 5,565,012 | 7,843,064 |
| | Total Europe | 1,302,300 | 17,994,886 | -0- | -0- | -0- | 8 | 2,604,600 | 3,331,020 | 35,989,780 | 44,715,370 |
| World Region | | | | | | | | | | | |
| Destination | | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | | | |
| | | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 9/1/19-7/31/20 | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
| Middle East | | | | | | | | | | | |
| | Israel | 69,600 | 1,133,500 | -0- | -0- | -0- | -0- | 139,200 | 414,358 | 2,267,000 | 4,076,458 |
| | Jordan | | 61,230 | -0- | -0- | -0- | -0- | -0- | -0- | 122,460 | 48,000 |
| | Lebanon | 24,000 | 300,000 | -0- | -0- | -0- | -0- | 48,000 | -0- | 600,000 | 112,500 |
| | Saudi Arabia | 40,480 | 925,880 | -0- | -0- | -0- | -0- | 80,960 | -0- | 1,851,760 | 1,475,820 |
| | Turkey | | 48,000 | -0- | -0- | -0- | -0- | -0- | -0- | 96,000 | 48,000 |
| | United Arab Emirates | 48,450 | 406,200 | -0- | -0- | -0- | -0- | 96,900 | 78,660 | 812,400 | 820,362 |
| | Total Middle East | 182,530 | 2,874,810 | -0- | -0- | -0- | -0- | 365,060 | 493,018 | 5,749,620 | 6,590,140 |
| North America | | | | | | | | | | | |
| | Canada | 789,660 | 7,189,428 | | 26,294 | -0- | -0- | 1,579,320 | 1,044,180 | 14,405,150 | 13,946,130 |
| | Costa Rica | | -0- | | -0- | -0- | -0- | -0- | -0- | -0- | 45,600 |
| | Mexico | | 464,341 | | 11,881,522 | 128,840 | -0- | -0- | 211,971 | 12,939,044 | 16,201,959 |
| | Puerto Rico | | 1,680 | | -0- | -0- | -0- | -0- | -0- | 3,360 | -0- |
| | Total North America | 789,660 | 7,655,449 | -0- | 11,907,816 | -0- | 128,840 | 1,579,320 | 1,256,151 | 27,347,554 | 30,193,689 |
| South American | | | | | | | | | | | |
| | Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 4,800 |
| | Peru | 22,500 | 34,800 | -0- | -0- | -0- | -0- | 45,000 | -0- | 69,600 | 210,000 |
| | Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 27,000 |
| | Total South America | 22,500 | 34,800 | -0- | -0- | -0- | -0- | 45,000 | -0- | 69,600 | 241,800 |
| | Total Exports | 2,468,080 | 32,941,396 | -0- | 30,506,800 | -0- | 128,848 | 4,936,160 | 6,044,723 | 96,518,440 | 103,204,588 |
| | Grand Total Shipments | 2,468,080 | 32,941,396 | -0- | 30,506,800 | -0- | 128,848 | 4,936,160 | 6,044,723 | 96,518,440 | 103,204,588 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by"2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

July 31, 2020

| Variety Name | 7/31/2020 | 7/31/2019 | 9/1/19-7/31/20 | 9/1/18-7/31/19 |
|---------------------|-----------|-----------|----------------|----------------|
| Inshell | | | | |
| Blends/Mixed Budded | -0- | 4,660,735 | 21,241,207 | 34,245,315 |
| Byrd | | - | -0- | 1,774,538 |
| Bradley | -0- | - | 1,004,588 | 1,129,652 |
| Caddo | -0- | - | 721,404 | 613,752 |
| Cape Fear | -0- | 4,174 | 2,533,137 | 916,491 |
| Cheyenne | -0- | - | 414,657 | 6,427,238 |
| Creek | -0- | - | -0- | 3,454,625 |
| Desirable | 2,978 | 49,056 | 16,054,625 | 3,301,075 |
| Desirable Type | -0- | - | 1,768,231 | 1,806,437 |
| Eastern Schley | -0- | - | 1,347,162 | 3,503,208 |
| Elliott | -0- | - | 2,124,894 | 949,383 |
| Excel | -0- | - | 1,447,089 | 5,260,395 |
| Moneymaker | -0- | - | 1,411,099 | 10,043,773 |
| Pawnee | 30 | 30 | 10,574,515 | 5,280,195 |
| Stuart | 5 | 475,409 | 8,937,953 | 12,080,397 |
| Sumner | -0- | - | 4,598,575 | 11,766,183 |
| Western Schley | 2,813,826 | 3,966,580 | 81,929,332 | 82,798,658 |
| Wichita | 93 | - | 13,044,199 | 12,816,999 |
| Other | 578 | 359,791 | 11,976,881 | 17,613,692 |
| Native/Seedling | 137,520 | 11,371 | 29,571,535 | 13,343,347 |
| Substandard | 66,951 | 348,439 | 21,608,217 | 14,470,960 |
| Total Varieties | 3,021,981 | 9,875,585 | 232,309,300 | 243,596,312 |

Data is accurate as of (date). Any amendments shall be made the following month.

AMERICAN PECAN COUNCIL

Shipments and Inventory

August 31, 2020

| | 8/31/2020 | 8/31/2019 | 9/1/19-8/31/20 | 9/1/18-8/31/19 |
|-----------------------------------|-------------|--------------|---------------------|----------------|
| Shipments: | | | | |
| Shelled Meats | | | | |
| Retail/Grocery/Export | 12,030,803 | 12,709,770 | 152,023,586 | 148,962,238 |
| Inter-handler Transfers Shipped | 29,590 | 57,945 | 809,449 | 5,084,447 |
| Inter-handler Transfers Received | (387,200) | (1,311,264) | (9,550,678) | (17,198,288) |
| Total Shelled Meats | 11,673,193 | 11,456,451 | 143,282,356 | 136,848,397 |
| Inshell | | | | |
| Retail/Grocery/Export | 1,969,930 | 1,581,692 | 65,753,679 | 41,199,059 |
| Inter-handler Transfers Shipped | 2,390,065 | 4,513,609 | 45,624,964 | 114,529,391 |
| Inter-handler Transfers Received | (269,873) | (3,398,678) | (171,457,167) | (172,480,615) |
| Total Inshell Meats | 4,090,122 | 2,696,623 | (60,078,524) | (16,752,165) |
| Total Shipments (Inshell Basis) | 27,436,507 | 25,609,525 | 226,486,189 | 256,944,629 |
| <hr/> | | | | |
| | 8/31/2020 | 8/31/2019 | % of Change of Year | |
| Total Pecans in Inventory: | | | | |
| Shelled Meats | 60,561,695 | 63,752,662 | -5% | |
| Inshell | 94,947,317 | 59,740,564 | 59% | |
| Total (Inshell Basis) | 216,070,707 | 187,245,888 | 15% | |
| Commitments to Ship: | | | | |
| Meats: | | | | |
| Domestic-Shelled Meats | 62,192,154 | 51,623,627 | 20% | |
| Export-Shelled Meats | 11,945,364 | 7,917,204 | 51% | |
| Total Meats | 74,137,518 | 59,540,831 | 25% | |
| Inshell: | | | | |
| Domestic-Inshell | 723,508 | 677,009 | 7% | |
| Export-Inshell | 6,561,053 | 1,022,492 | 542% | |
| Total Inshell | 7,284,561 | 1,699,501 | 329% | |
| Less: Contracts to Purchase: | | | | |
| Shelled Meats | (168,300) | (4,233,460) | -96% | |
| Inshell | -0- | (13,383,578) | -100% | |
| Total Commitments (Inshell Basis) | 155,222,997 | 98,930,665 | 57% | |
| Net Open Position | 60,847,710 | 88,315,223 | -31% | |

§986.20 Inventory totals do not include pecans warehoused by growers. Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

August 31, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | <u>8/31/2020</u> | <u>8/31/2019</u> | <u>9/1/19-8/31/20</u> | <u>9/1/18-8/31/19</u> |
|--|------------------|------------------|-----------------------|-----------------------|
| Inshell Exported for Shelling: | | | | |
| Mexico | 3,441,532 | 4,320,132 | 17,269,502 | 13,390,560 |
| Total Inshell Exported for Shelling | <u>3,441,532</u> | <u>4,320,132</u> | <u>17,269,502</u> | <u>13,390,560</u> |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | | | |
| Mexico | 1,493,097 | 2,059,798 | 7,159,338 | 9,061,936 |
| Total Lbs - Produced in U.S. Inshell Returned to U.S. (| <u>1,493,097</u> | <u>4,119,596</u> | <u>7,159,338</u> | <u>9,061,936</u> |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | <u>8/31/2020</u> | <u>8/31/2019</u> | <u>9/1/19-8/31/20</u> | <u>9/1/18-8/31/19</u> |
|-----------------------|------------------|------------------|-----------------------|-----------------------|
| Shelled Meats: | | | | |
| Country of Origin: | | | | |
| Australia | | -0- | 177,810 | 77,288 |
| Mexico | 1,055,861 | 216,430 | 14,153,435 | 18,803,883 |
| Total Shelled Meats | <u>1,055,861</u> | <u>216,430</u> | <u>14,331,245</u> | <u>18,881,171</u> |
| Inshell: | | | | |
| Country of Origin: | | | | |
| Argentina | | 44,048 | 47,641 | 582,066 |
| Mexico | 309,204 | -0- | 56,979,755 | 65,591,384 |
| Total Inshell | <u>309,204</u> | <u>44,048</u> | <u>57,027,396</u> | <u>66,173,450</u> |
| Total (Inshell Basis) | | | | |
| Argentina | -0- | 44,048 | 47,641 | 582,066 |
| Australia | -0- | -0- | 355,620 | 154,576 |
| Mexico | 2,420,926 | 432,860 | 85,648,331 | 103,199,150 |
| Total (Inshell Basis) | <u>2,420,926</u> | <u>476,908</u> | <u>86,051,592</u> | <u>103,935,792</u> |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecans Received from Own Account

August 31, 2020

| World Region | Shelled | | Inshell | | Sub Standard | | Total (Inshell Basis) | | | |
|--------------------------|-----------|----------------|-----------|----------------|--------------|----------------|-----------------------|-----------|----------------|----------------|
| Destination | 8/31/2020 | 9/1/19-8/31/20 | 8/31/2020 | 9/1/19-8/31/20 | 8/31/2020 | 9/1/19-8/31/20 | 8/31/2020 | 8/31/2019 | 9/1/19-8/31/20 | 9/1/18-8/31/19 |
| Africa | | | | | | | | | | |
| Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Egypt | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | -0- | 172,440 | 273,300 |
| Morocco | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 28,250 |
| Total Africa | -0- | 86,220 | -0- | -0- | -0- | -0- | -0- | -0- | 172,440 | 301,550 |
| Asia | | | | | | | | | | |
| China | | 1,504,269 | 685,669 | 14,243,497 | -0- | -0- | 685,669 | 1,381,200 | 17,252,035 | 5,220,496 |
| Hong Kong | 5,748 | 64,460 | | 3,616,500 | -0- | -0- | 11,496 | 1,485,316 | 3,745,420 | 12,892,169 |
| India | 9,000 | 30,720 | | -0- | -0- | -0- | 18,000 | 51,000 | 61,440 | 201,780 |
| Japan | 18,750 | 504,600 | | -0- | -0- | -0- | 37,500 | 90,000 | 1,009,200 | 1,892,400 |
| Kuwait | | 146,700 | | -0- | -0- | -0- | -0- | -0- | 293,400 | 191,400 |
| Malaysia | | 33,000 | | -0- | -0- | -0- | -0- | 480 | 66,000 | 46,200 |
| Philippines | 9,360 | 19,440 | | -0- | -0- | -0- | 18,720 | -0- | 38,880 | 13,440 |
| Qatar | | 16,590 | | -0- | -0- | -0- | -0- | -0- | 33,180 | 52,920 |
| Singapore | | 43,260 | | -0- | -0- | -0- | -0- | -0- | 86,520 | 39,000 |
| South Korea | 106,800 | 1,404,900 | | -0- | -0- | -0- | 213,600 | 93,600 | 2,809,800 | 1,866,216 |
| Thailand | | 80,760 | | 55,100 | -0- | -0- | -0- | -0- | 216,620 | 347,700 |
| Taiwan | 66,000 | 268,410 | | 1,369,556 | -0- | -0- | 132,000 | -0- | 1,906,376 | 722,820 |
| Vietnam | 42,000 | 367,500 | | -0- | -0- | -0- | 84,000 | -0- | 735,000 | 578,094 |
| Total Asia | 257,658 | 4,484,609 | 685,669 | 19,284,653 | -0- | -0- | 1,200,985 | 3,101,596 | 28,253,871 | 24,064,635 |
| Australia/Oceania | | | | | | | | | | |
| Australia | -0- | 68,280 | -0- | -0- | -0- | -0- | -0- | -0- | 136,560 | 199,000 |
| Total Australia | -0- | 68,280 | -0- | -0- | -0- | -0- | -0- | -0- | 136,560 | 199,000 |
| Europe | | | | | | | | | | |
| Austria | | 72,000 | -0- | -0- | -0- | -0- | -0- | -0- | 144,000 | 110,200 |
| Belgium | | 367,500 | -0- | -0- | -0- | -0- | -0- | 81,000 | 735,000 | 1,359,390 |
| Czech Republic | | 65,400 | -0- | -0- | -0- | -0- | -0- | 7,200 | 130,800 | 255,968 |
| Denmark | 47,850 | 585,000 | -0- | -0- | -0- | -0- | 95,700 | 157,200 | 1,885,635 | 1,885,635 |
| France | 40,470 | 1,779,360 | -0- | -0- | -0- | -0- | 80,940 | 375,000 | 3,558,728 | 5,195,360 |
| Finland | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 45,000 | -0- |
| Germany | 314,070 | 5,914,080 | -0- | -0- | -0- | -0- | 628,140 | 762,000 | 11,828,160 | 13,589,163 |
| Greece | | 109,500 | -0- | -0- | -0- | -0- | -0- | -0- | 219,000 | 10,500 |
| Ireland | 18,000 | 73,560 | -0- | -0- | -0- | -0- | 36,000 | -0- | 147,120 | -0- |
| Italy | 14,010 | 382,980 | -0- | -0- | -0- | -0- | 28,020 | 81,000 | 765,960 | 486,000 |
| Latvia | | 20,610 | -0- | -0- | -0- | -0- | -0- | -0- | 41,220 | -0- |
| Lithuania | 42,000 | 507,570 | -0- | -0- | -0- | -0- | 84,000 | 69,000 | 1,015,140 | 1,015,980 |
| Netherlands | 207,300 | 3,931,470 | -0- | -0- | -0- | -0- | 414,600 | 440,640 | 7,862,940 | 11,453,070 |
| Norway | | 58,800 | -0- | -0- | -0- | -0- | -0- | -0- | 117,600 | 125,696 |
| Poland | | 29,410 | -0- | -0- | -0- | -0- | -0- | -0- | 58,820 | -0- |
| Portugal | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 14,400 | -0- |
| Russia | | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 42,000 |
| Slovenia | 3,600 | 19,800 | -0- | -0- | -0- | -0- | 7,200 | -0- | 39,600 | 3,600 |
| Spain | 39,750 | 1,159,080 | -0- | -0- | -0- | -0- | 79,500 | 42,000 | 2,318,160 | 1,560,120 |
| Sweden | 29,400 | 260,850 | -0- | -0- | -0- | -0- | 58,800 | 25,740 | 521,700 | 607,804 |
| Switzerland | 64,500 | 696,360 | -0- | -0- | -0- | -0- | 129,000 | 104,520 | 1,392,720 | 1,257,720 |
| United Kingdom | 123,000 | 2,905,506 | -0- | -0- | -0- | -0- | 246,000 | 877,860 | 5,811,012 | 8,720,924 |
| Total Europe | 943,950 | 18,938,836 | -0- | -0- | -0- | 8 | 1,887,900 | 3,023,160 | 37,877,680 | 47,738,530 |
| Middle East | | | | | | | | | | |
| Israel | 115,500 | 1,249,000 | -0- | -0- | -0- | -0- | 231,000 | 45,600 | 2,498,000 | 4,122,058 |
| Jordan | | 61,230 | -0- | -0- | -0- | -0- | -0- | -0- | 122,460 | 48,000 |
| Lebanon | | 300,000 | -0- | -0- | -0- | -0- | -0- | -0- | 600,000 | 112,500 |
| Saudi Arabia | 108,000 | 1,033,880 | -0- | -0- | -0- | -0- | 216,000 | 54,400 | 2,067,760 | 1,530,220 |
| Turkey | 300 | 48,300 | -0- | -0- | -0- | -0- | 600 | -0- | 96,600 | 48,000 |
| United Arab Emirates | 184,590 | 590,790 | -0- | -0- | -0- | -0- | 369,180 | 53,100 | 1,181,580 | 882,462 |
| Total Middle East | 408,390 | 3,283,200 | -0- | -0- | -0- | -0- | 816,780 | 153,100 | 6,566,400 | 6,743,240 |
| North America | | | | | | | | | | |
| Canada | 859,710 | 8,049,138 | | 26,294 | -0- | -0- | 1,719,420 | 1,362,226 | 16,124,570 | 15,308,356 |
| Costa Rica | | -0- | | -0- | -0- | -0- | -0- | -0- | -0- | 45,600 |
| Mexico | | 464,341 | 310,602 | 12,192,124 | 350,320 | 479,160 | 660,922 | 324,541 | 13,599,966 | 16,526,500 |
| Puerto Rico | | 1,680 | | -0- | -0- | -0- | -0- | -0- | 3,360 | -0- |
| Total North America | 859,710 | 8,515,159 | 310,602 | 12,218,418 | 350,320 | 479,160 | 2,380,342 | 1,686,767 | 29,727,896 | 31,880,456 |
| South American | | | | | | | | | | |
| Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 4,800 |
| Peru | -0- | 34,800 | -0- | -0- | -0- | -0- | -0- | -0- | 69,600 | 210,000 |
| Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- | 27,000 |
| Total South America | -0- | 34,800 | -0- | -0- | -0- | -0- | -0- | -0- | 69,600 | 241,800 |
| Total Exports | 2,469,708 | 35,411,104 | 996,271 | 31,503,071 | 350,320 | 479,168 | 6,286,007 | 7,964,623 | 102,804,447 | 111,169,211 |
| Grand Total Shipments | 2,469,708 | 35,411,104 | 996,271 | 31,503,071 | 350,320 | 479,168 | 6,286,007 | 7,964,623 | 102,804,447 | 111,169,211 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by"2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL**Pecans Received****August 31, 2020**

| <u>Variety Name</u> | <u>8/31/2020</u> | <u>8/31/2019</u> | <u>9/1/19-8/31/20</u> | <u>9/1/18-8/31/19</u> |
|---------------------|------------------|------------------|-----------------------|-----------------------|
| Inshell | | | | |
| Blends/Mixed Budded | 50,925 | 382,600 | 21,292,132 | 34,627,915 |
| Byrd | | - | -0- | 1,774,538 |
| Bradley | -0- | - | 1,004,588 | 1,129,652 |
| Caddo | 224 | 26,917 | 721,628 | 640,669 |
| Cape Fear | 21,344 | 151,283 | 2,554,481 | 1,067,774 |
| Cheyenne | 8 | - | 414,665 | 6,427,238 |
| Creek | 15,774 | 19,480 | 15,774 | 3,474,105 |
| Desirable | 10,940 | 327,873 | 16,065,565 | 3,628,948 |
| Desirable Type | 63,303 | 16,510 | 1,831,534 | 1,822,947 |
| Eastern Schley | 46,163 | 328,605 | 1,393,325 | 3,831,813 |
| Elliott | -0- | 96,031 | 2,124,894 | 1,045,414 |
| Excel | -0- | 25,055 | 1,447,089 | 5,285,450 |
| Moneymaker | -0- | - | 1,411,099 | 10,043,773 |
| Pawnee | 135,303 | 95,223 | 10,709,818 | 5,375,418 |
| Stuart | 83,163 | 972,518 | 9,021,116 | 13,052,915 |
| Sumner | 76,205 | 141,749 | 4,674,780 | 11,907,932 |
| Western Schley | 3,156,945 | 2,534,498 | 85,086,277 | 85,333,156 |
| Wichita | 128 | - | 13,044,327 | 12,816,999 |
| Other | 486 | 415,705 | 11,977,367 | 18,029,397 |
| Native/Seedling | 437,578 | 7,137 | 30,009,113 | 13,350,484 |
| Substandard | 417,153 | 679,179 | 22,025,370 | 15,150,139 |
| Total Varieties | <u>4,515,642</u> | <u>6,220,363</u> | <u>236,824,942</u> | <u>249,816,675</u> |

Data is accurate as of (date). Any amendments shall be made the following month.

AMERICAN PECAN COUNCIL

Shipments and Inventory on Hand

September 30, 2020

U.S. PECANS RECEIVED

| | 9/30/2020 | 9/30/2019 | % of Change of Year |
|------------------|-----------|-----------|---------------------|
| Pecans Received: | | | |
| Improved | 6,217,166 | 6,167,191 | 1% |
| Native/Seedling | 192,458 | 75 | 256511% |
| Substandard | 522,231 | 442,915 | 18% |
| Total | 6,931,855 | 6,610,181 | 5% |

Shipments:

| | 9/30/2020 | 9/30/2019 | % of Change of Year |
|----------------------------------|-------------|-------------|---------------------|
| Shelled Meats | | | |
| Retail/Grocery/Export | 20,992,730 | 13,234,741 | 59% |
| Inter-handler Transfers Shipped | 172,692 | 27,835 | 520% |
| Inter-handler Transfers Received | (403,615) | (760,531) | -47% |
| Total Shelled Meats | 20,761,807 | 12,502,045 | 66% |
| Inshell | | | |
| Retail/Grocery/Export | 9,396,790 | 4,815,899 | 95% |
| Inter-handler Transfers Shipped | 5,343,468 | 4,176,387 | 28% |
| Inter-handler Transfers Received | (2,577,593) | (4,909,737) | -48% |
| Total Inshell Meats | 12,162,665 | 4,082,549 | 198% |
| Total Shipments (Inshell Basis) | 53,686,279 | 29,086,639 | 85% |

Total Pecans in Inventory:

| | 9/30/2020 | 9/30/2019 | % of Change of Year |
|-----------------------|-------------|-------------|---------------------|
| Shelled Meats | 43,183,820 | 66,206,455 | -35% |
| Inshell | 57,137,915 | 40,730,850 | 40% |
| Total (Inshell Basis) | 143,505,555 | 173,143,760 | -17% |

Commitments to Ship:

| | | | |
|-----------------------------------|-------------|-------------|-------|
| Meats: | | | |
| Domestic-Shelled Meats | 47,398,480 | 51,387,609 | -8% |
| Export-Shelled Meats | 7,677,330 | 7,473,470 | 3% |
| Total Meats | 55,075,810 | 58,861,079 | -6% |
| Inshell: | | | |
| Domestic-Inshell | 281,698 | 393,420 | -28% |
| Export-Inshell | 4,235,884 | 84,846 | 4892% |
| Total Inshell | 4,517,582 | 478,266 | 845% |
| Less: Contracts to Purchase: | | | |
| Shelled Meats | (1,981,820) | (288,150) | 588% |
| Inshell | -0- | -0- | 0% |
| Total Commitments (Inshell Basis) | 110,705,562 | 117,624,124 | -6% |

Net Open Position

| | | | |
|--|------------|------------|------|
| | 32,799,993 | 55,519,636 | -41% |
|--|------------|------------|------|

Data is accurate as of January 2021. Any amendments shall be made the following month.

AMERICAN PECAN COUNCIL

Mexico Exports and Foreign Purchases

September 30, 2020

INSHELL PECANS EXPORTED TO MEXICO FOR SHELLING AND RETURNED TO U.S. AS SHELLED MEATS

| | <u>9/30/2020</u> | <u>9/30/2019</u> |
|--|------------------|------------------|
| Inshell Exported for Shelling: | | |
| Mexico | <u>711,059</u> | <u>3,152,993</u> |
| Total Inshell Exported for Shelling | | |
| Shelled Meats - Produced in U.S. Inshell Returned to U.S.: | | |
| Mexico | <u>1,401,647</u> | <u>1,671,210</u> |

PECANS PURCHASED OUTSIDE THE U.S. BY U.S. HANDLERS

| | <u>9/30/2020</u> | <u>9/30/2019</u> |
|-----------------------|------------------|------------------|
| Shelled Meats: | | |
| Country of Origin: | | |
| Australia | | -0- |
| Mexico | <u>234,135</u> | <u>414,115</u> |
| Total Shelled Meats | <u>234,135</u> | <u>414,115</u> |
| Inshell: | | |
| Country of Origin: | | |
| Argentina | <u>2,614,677</u> | <u>47,641</u> |
| Mexico | | <u>334,910</u> |
| Total Inshell | <u>2,614,677</u> | <u>382,551</u> |
| Total (Inshell Basis) | | |
| Argentina | <u>2,614,677</u> | <u>47,641</u> |
| Australia | - | -0- |
| Mexico | <u>468,270</u> | <u>1,163,140</u> |
| Total (Inshell Basis) | <u>3,082,947</u> | <u>1,210,781</u> |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Destination Report

September 30, 2020

| World Region | Shelled | | Inshell | | Sub-Standard | | Total (Inshell Basis) | |
|--------------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------------------|-----------|
| Destination | 9/30/2020 | 9/30/2019 | 9/30/2020 | 9/30/2019 | 9/30/2020 | 9/30/2019 | 9/30/2020 | 9/30/2019 |
| Africa | | | | | | | | |
| Algeria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Egypt | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Morocco | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Africa | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Asia | | | | | | | | |
| China | 52,200 | 39,000 | 4,712,858 | 1,328,900 | -0- | -0- | 4,817,258 | 1,406,900 |
| Hong Kong | -0- | 1,698 | -0- | 469,450 | -0- | -0- | -0- | 472,846 |
| India | -0- | 7,500 | -0- | -0- | -0- | -0- | -0- | 15,000 |
| Japan | 22,860 | 31,500 | -0- | -0- | -0- | -0- | 45,720 | 63,000 |
| Kuwait | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Malaysia | 12,000 | -0- | -0- | -0- | -0- | -0- | 24,000 | -0- |
| Philippines | -0- | 3,360 | -0- | -0- | -0- | -0- | -0- | 6,720 |
| Qatar | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Singapore | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| South Korea | 305,100 | 156,300 | -0- | -0- | -0- | -0- | 610,200 | 312,600 |
| Thailand | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Taiwan | 22,080 | 35,970 | -0- | -0- | -0- | -0- | 44,160 | 71,940 |
| Vietnam | 84,000 | -0- | -0- | -0- | -0- | -0- | 168,000 | -0- |
| Total Asia | 498,240 | 275,328 | 4,712,858 | 1,798,350 | -0- | -0- | 5,709,338 | 2,349,006 |
| Australia/Oceania | | | | | | | | |
| Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Australia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Europe | | | | | | | | |
| Austria | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Belgium | 41,400 | 30,600 | -0- | -0- | -0- | -0- | 82,800 | 61,200 |
| Czech Republic | -0- | 5,400 | -0- | -0- | -0- | -0- | -0- | 10,800 |
| Denmark | 37,800 | 115,680 | -0- | -0- | -0- | -0- | 75,600 | 231,360 |
| France | 155,970 | 81,000 | -0- | -0- | -0- | -0- | 311,940 | 162,000 |
| Germany | 262,200 | 372,300 | -0- | -0- | -0- | -0- | 524,400 | 744,600 |
| Greece | 690 | -0- | -0- | -0- | -0- | -0- | 1,380 | -0- |
| Ireland | 13,650 | -0- | -0- | -0- | -0- | -0- | 27,300 | -0- |
| Italy | -0- | 40,500 | -0- | -0- | -0- | -0- | -0- | 81,000 |
| Latvia | -0- | 1,440 | -0- | -0- | -0- | -0- | -0- | 2,880 |
| Lithuania | 42,000 | 40,500 | -0- | -0- | -0- | -0- | 84,000 | 81,000 |
| Netherlands | 355,470 | 352,920 | -0- | -0- | -0- | -0- | 710,940 | 705,840 |
| Norway | 22,800 | -0- | -0- | -0- | -0- | -0- | 45,600 | -0- |
| Poland | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Portugal | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Russia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Slovenia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Spain | 24,750 | 61,470 | -0- | -0- | -0- | -0- | 49,500 | 122,940 |
| Sweden | 45,450 | 4,500 | -0- | -0- | -0- | -0- | 90,900 | 9,000 |
| Switzerland | 121,500 | 84,000 | -0- | -0- | -0- | -0- | 243,000 | 168,000 |
| United Kingdom | 330,000 | 227,250 | -0- | -0- | -0- | -0- | 660,000 | 454,500 |
| Total Europe | 1,453,680 | 1,417,560 | -0- | -0- | -0- | -0- | 2,907,360 | 2,835,120 |
| Middle East | | | | | | | | |
| Israel | 118,260 | 155,400 | -0- | -0- | -0- | -0- | 236,520 | 310,800 |
| Jordan | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Lebanon | -0- | 13,440 | -0- | -0- | -0- | -0- | -0- | 26,880 |
| Saudi Arabia | -0- | 42,000 | -0- | -0- | -0- | -0- | -0- | 84,000 |
| Turkey | 24,000 | -0- | -0- | -0- | -0- | -0- | 48,000 | -0- |
| United Arab Emirates | 30 | 2,340 | -0- | -0- | -0- | -0- | 60 | 4,680 |
| Total Middle East | 142,290 | 213,180 | -0- | -0- | -0- | -0- | 284,580 | 426,360 |
| North America | | | | | | | | |
| Canada | 805,470 | 728,115 | -0- | 23,250 | -0- | -0- | 1,610,940 | 1,479,480 |
| Costa Rica | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Mexico | -0- | -0- | 1,473,716 | 110,000 | 522,231 | 64,420 | 1,995,947 | 174,420 |
| Puerto Rico | 1,020 | -0- | -0- | -0- | -0- | -0- | 2,040 | -0- |
| Total North America | 806,490 | 728,115 | 1,473,716 | 133,250 | 522,231 | 64,420 | 3,608,927 | 1,653,900 |
| South American | | | | | | | | |
| Colombia | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Peru | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Trinidad | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total South America | -0- | -0- | -0- | -0- | -0- | -0- | -0- | -0- |
| Total Exports | 2,900,700 | 2,634,183 | 6,186,574 | 1,931,600 | 522,231 | 64,420 | 12,510,205 | 7,264,386 |
| Grand Total Shipments | 2,900,700 | 2,634,183 | 6,186,574 | 1,931,600 | 522,231 | 64,420 | 12,510,205 | 7,264,386 |

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

AMERICAN PECAN COUNCIL

Pecan Industry Position Report

For the Crop Year Ended August 31, 2020

INTER-HANDLER TRANSFERS OF PECANS

| | Total |
|-----------------------------|------------|
| Inshell Pounds Transferred: | |
| Improved | 34,516,088 |
| Native/Seedling | 3,541,423 |
| Substandard | 2,195,272 |
| Total | 40,252,783 |

YEAR-END INVENTORY

| | | Committed | | | |
|---------------------------------|---|------------|-------------|---------------|-------------|
| | Crop Year - Average Price Paid (Per lb) | Export | Domestic | Uncommitted | Total |
| Inshell: | | | | | |
| Improved | \$ 1.99 | 6,561,053 | 951,903 | 53,622,154.00 | 61,135,110 |
| Native/Seedling | \$ 1.01 | -0- | 3,512,117 | 27,116,506.00 | 30,628,623 |
| Substandard | \$ 0.76 | -0- | 266,964 | 2,784,134.00 | 3,051,098 |
| Total | | 6,561,053 | 4,730,984 | 83,522,794 | 94,814,831 |
| Shelled: | | | | | |
| | Shell-Out/Yield per lb of Inshell | Export | Domestic | Uncommitted | Total |
| Halves | | 8,558,842 | 27,944,096 | (13,457,306) | 23,045,632 |
| Pieces | | 5,050,356 | 28,306,294 | 2,910,325 | 36,266,975 |
| Work In Process | | -0- | 1,170 | 1,290,780 | 1,291,950 |
| Total | 48.08% | 13,609,198 | 56,251,560 | (9,256,200) | 60,604,558 |
| Total Inventory (Inshell Basis) | | 33,779,449 | 117,234,104 | 65,010,394 | 216,023,947 |

U.S. PECAN HANDLED THROUGHOUT THE YEAR

| | |
|-----------------|-------------|
| Improved | 184,790,459 |
| Native/Seedling | 30,009,113 |
| Substandard | 22,025,370 |
| Total | 236,824,942 |

The preliminary report regarding the 2019 crop year is based upon industry receipts, and may be subject to change as more information is provided.

§986.20 Inventory totals do not include pecans warehoused by growers.

Shelled Meats are converted to inshell using a yield of 50% (multiplying the shelled meats by "2"). The form automatically makes this calculation.

FIND US HERE:



Follow us @AmericanPecan for quick and easy pecan recipes, nut news, videos, and more.



