

AMERICAN PECAN COUNCIL

MARKETING COMMITTEE

Wednesday
March 15, 2023
10:00 a.m. Central Time

AGENDA

I. CALL TO ORDER – Steve Zaffarano, Chairman

- A. Roll Call
- B. Establish a Quorum
- C. Approval of Minutes June 22, 2022
- D. Chairman Update

II. REVIEW OF INDUSTRY MARKETING EFFORTS

- A. Aspire IQ
- B. Eat Well Global

III. 22/23 APC MARKETING

- A. AspireIQ
- B. Eat Well Global
- C. IRI Data
- D. Discussion of Marketing Consultant and areas for review

IV. BUDGET

- A. Discussion of Budget adjustments

V. NEW BUSINESS

VI. ADJOURNMENT

All agenda items are subject to discussion and possible action.