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American Pecan Council and American Pecan Promotion Board Together Announce New CEO

*Anne Warden brings deep experience in agricultural marketing and
building future-ready organizations*

Fort Worth, TX – The pecan industry welcomes a new but seasoned leader to grow pecan demand at home and abroad. Anne Warden has been named the CEO of both the American Pecan Council and the American Pecan Promotion Board, signaling another important step these organizations are taking to deepen the industry’s unity and further expand the role nutrient-rich pecans can play in the diet.

“The American Pecan Council has helped reawaken many Americans – and increasingly consumers in key global markets – to the incredible versatility and nutrition of pecans,” said Larry Don Womack, chair of the APC. “With so many more opportunities to grow our industry, Anne is the leader with the marketing experience and business vision to take us to the next level.”

“Over the past two years, we’ve built a strong foundation for delivering consistent value back to the growers and importers who created the American Pecan Promotion Board,” said David Salopek, chair of the APPB. “Anne’s track record for unifying the supply chain around shared business opportunities and then delivering results makes her the CEO pecans now needs to accelerate our market share growth.”

Anne spent the past four years working for Dairy Management Inc, the organization that oversees the national dairy research and promotion program and its affiliated organizations on behalf of America’s nearly 30,000 dairy farmers and importers. In her leadership role as Group Executive Vice President of Marketing, Communication and Affairs, she was responsible for growing consumption of dairy through consumer marketing campaigns, strategies to strengthen U.S. dairy’s reputation and efforts to engage customers, thought leaders and health professionals around dairy’s nutrition and sustainability efforts. In addition, she led business planning across more than 20 of Dairy Management’s other farmer-funded organizations to collectively position dairy’s reputation and relevance with consumers, while also bringing new marketing and technology capabilities to the industry. Prior to dairy, Anne was an Executive Vice President for the agency Edelman and a Chief of Staff for a member of Congress.

“I am honored to bring my experience to an industry so primed for growth and so willing to align against shared priorities,” said Anne. “The all-natural nutrition and taste of pecans paired with the sustainability as North America’s only native nut provides so many ways to win share with today’s changing consumer. I’m looking forward to listening closely to the industry and carving a clear path to bring new value and increased usage occasions to this powerful product.”

Anne begins as CEO on October 1, and as CEO, replaces Executive Director, Alex Ott. Both boards share deep appreciation for Alex's dedicated work on behalf of the pecan industry since 2018 and expect a smooth transition.

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About the American Pecan Council

The American Pecan Council (APC) is a group of passionate pecan growers and shellers whose life work is dedicated to growing, harvesting and processing America's native nut. Founded in 2016 through a Federal Marketing Order, the APC's mission is to promote the many benefits of the American Pecan and help tell the story of this truly unique nut. With oversight by the USDA, APC aims to build consumer demand, develop markets and establish industry standards. APC is based in Fort Worth, Texas, and funded by pecan handlers in 15 pecan-producing states: Alabama, Arkansas, Arizona, California, Florida, Georgia, Kansas, Louisiana, Missouri, Mississippi, North Carolina, New Mexico, Oklahoma, South Carolina, and Texas. To learn more visit www.AmericanPecan.com.

About the American Pecan Promotion Board

The American Pecan Promotion Board (APPB) is comprised of pecan producers and importers dedicated to promoting the benefits of pecans, growing its position in the marketplace, and developing new uses for pecans. Founded in 2021 and operating under the oversight of the USDA, the research and promotion program allows industry to collectively fund and pursue efforts that drive demand for pecans. APPB is based in Fort Worth, Texas. To learn more, visit EatPecans.com.