

American
PECANS

ANNUAL REPORT

2024

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A MESSAGE FROM THE CEO



“ WE MADE INVESTMENTS THAT INCREASED SALES TODAY AND WILL CONTINUE TO PAY OFF FOR YEARS TO COME. ”

In my first year as CEO of APC, we launched into a bold new direction for elevating the pecan industry like never before.

With a strong focus on increasing exports, we opened doors to new global markets and expanded marketing opportunities for growers and processors alike. By strengthening relationships with pecan buyers in key markets like Europe and India and by promoting the nutrition and taste of American pecans to consumers at the point of purchase, we made investments that increased sales today and will continue to pay off for years to come.

We also focused on strengthening our industry from within. We delivered more reliable and usable market data and shared more marketing resources for your pecan businesses. And through that commitment to serving you all better, we helped the world see that the pecan industry is unified and ambitious about growth.

Thank you for putting your trust in us and investing in our industry's future. We look forward to what 2025 can bring!

- Anne Warden, CEO

A MESSAGE FROM THE CHAIR



As your chair of the APC, I am proud to highlight the significant progress our organization has made under the leadership of our new CEO and staff in 2024.

With a fresh strategic vision – thanks to the Unified Pecan Promotion Plan – we have launched focused marketing and industry initiatives that elevate the visibility and value of pecans, ensuring they resonate with consumers and industry partners alike. Most important, we’ve remained committed to serving the entire pecan industry – growers, accumulators, processors and stakeholders – by fostering collaboration, improving data collection processes, sharing available insights, seeking new partnerships and strengthening our collective future. With these improvements, there’s no doubt we are positioned to build on our industry’s success and promote pecans as a premium, in-demand product. We appreciate the trust you place in this organization to do right by the industry, and we look forward to another year of marketing efforts that create substantial impact at home and abroad.

- Larry Don Womak, APC Chair

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2024 HIGHLIGHTS AT A GLANCE

Introduced the Unified Pecan Promotion Plan (UPPP)

and gathered critical industry feedback leading to widespread industry collaboration

Participated in all Pecan Industry Conferences Across the U.S.

Grew American Pecan Distribution

in the UK from 1,722 to 4,102 stores – a 138% increase over 2023¹

Implemented More Rigor Behind APC Data Collection

and reporting, and created dynamic graphs now available to the industry

Completed and Promoted Three University-Led Studies

to support the pecan nutrition pipeline

Fielded New Research in China

to shape APC's future marketing approach and coordinated with FAS Beijing to support a Chinese trade mission in Texas

Shared Best Practices

industry insights and resources through educational webinars and frequent email communication to the industry

Began Cracking Open the Indian Market

through initiatives like APC's first-ever reverse trade mission and established a presence across key channels (retail, E commerce, social media)

¹The Garden Marketing & PR, July – September 2024 Report

HIGHER VALUE THROUGH NUTRITION

BACKGROUND:

Pecans are loved for their taste, but not as well-known for their health benefits. As a result, pecans have been seen as a dispensable, price-elastic purchase rather than essential. Our goal was to increase consumer perceptions of pecans as a nutritious and essential part of the diet to maintain demand and support industry profitability.

STRATEGY:

Increase consumer belief that pecans are a highly valued and essential part of the diet

KEY PROGRAM ACTIVATIONS:

Nutrition Research Pipeline



HIGHER VALUE THROUGH NUTRITION

ACTIVATION OVERVIEW:

Since the start of APC, growing the body of science when it comes to pecans and their health benefits have been an important focus. While FY24 saw the American Pecan Promotion Board take over the research pipeline and funding stream, three health and wellness studies previously funded by APC from University of Colorado, University of Georgia and Penn State University resulted in five manuscripts published in leading nutrition publications.

RESULTS:

University of Georgia – Cholesterol

- “Pecan-enriched diet improves cholesterol profiles and enhances post prandial microvascular reactivity in older adults.”²
- “A 4-week pecan-enriched diet improves postprandial lipid peroxidation in aging adults.”³
- “A pecan-enriched diet reduced postprandial appetite intensity and enhanced Peptide YY secretion: A randomized control trial.”⁴

University of Colorado – Blood Sugar Control, Weight Management

- “A Randomized, Crossover Trial Assessing Appetite, Energy Metabolism, Blood Biomarkers, and Ad Libitum Food Intake Responses to a Mid-Morning Pecan Snack vs. an Equicaloric High-Carbohydrate Snack in Healthy Volunteers with Overweight/Obesity.”⁵

Penn State

- “Consuming Pecans as a Snack Improves Lipids/Lipoproteins and Diet Quality Compared to Usual Diet in Adults at Increased Risk for Cardiometabolic Diseases: A Randomized Controlled Trial.”⁶

² B. Cogan, R.C. Pearson, C.M. Paton, N.T. Jenkins, J.A. Cooper. Pecan-enriched diet improves cholesterol profiles and enhances postprandial microvascular reactivity in older adults. *Nutrition Research*. 2023;111:44-58. PMID: 36822079.

B. Cogan, R.C. Pearson, C.M. Paton, N.T. Jenkins, J.A. Cooper. A 4-week pecan-enriched diet improves postprandial lipid peroxidation in aging adults. *Journal of Medicinal Foods*. 2023;29(9): 654-662. PMID: 37638838. doi: 10.1089/jmf.2023.0036.

B. Cogan, R.C. Pearson, C.M. Paton, N.T. Jenkins, J.A. Cooper. A pecan-enriched diet reduced postprandial appetite intensity and enhanced Peptide YY secretion: A randomized control trial. *Clinical Nutrition ESPEN*. 2023;56:25-35 PMID: 37344080. doi: 10.1016/j.clnesp.2023.05.002.

³ Peters, J.C.; Breen, J.A.; Pan, Z.; Nicklas, J.; Cornier, M.-A. A Randomized, Crossover Trial Assessing Appetite, Energy Metabolism, Blood Biomarkers, and Ad Libitum Food Intake Responses to a Mid-Morning Pecan Snack vs. an Equicaloric High-Carbohydrate Snack in Healthy Volunteers with Overweight/Obesity. *Nutrients* 2024,16,2084. <https://doi.org/10.3390/nu16132084>.

⁴ Tricia L. Hart, Penny M. Kris-Etherton, Kristina S. Petersen. Department of Nutritional Sciences, Pennsylvania State University, University Park, PA, USA. ‘Consuming Pecans as a Snack Improves Lipids/Lipoproteins and Diet Quality Compared to Usual Diet in Adults at Increased Risk for Cardiometabolic Diseases: A Randomized Controlled Trial’.

INCREMENTAL VOLUME THROUGH EXPORTS

BACKGROUND:

Consumption of nuts is increasing due to growing interest in healthy snacks, protein sources and ingredients; however, pecans are not as high in the consideration set compared to other nuts. In addition, volatility in mainstay markets like China have a negative effect on American pecan sales.

In FY24, APC focused in key markets (India & the UK) to establish and build relationships with international importers and buyers and increasing the availability of American Pecans in retail.

STRATEGY:

Increase the incremental volume of U.S. pecans exported to a wider range of global markets.

PROGRAM AREAS:

Trade Missions, In-Market Research and Insights, Awareness Campaigns, Retail Activations



INCREMENTAL VOLUME THROUGH EXPORTS

ACTIVATION OVERVIEW:

APC advanced global awareness and demand for American Pecans through strategic efforts across India, the United Kingdom, Germany, and China. Efforts included hosting reverse trade missions, fostering key industry partnerships, enhancing in-market retail and e-commerce presence, and

driving visibility through chef collaborations, influencer events, and seasonal campaigns. By maintaining a strong presence in these markets, APC positioned American Pecans as a premium, versatile product while fostering connections and supporting long-term growth opportunities in new and emerging markets, like India.

RESULTS:

INDIA

Hosted APC's first-ever reverse trade mission, introducing five prominent Indian importers to the pecan industry and exploring strategies to increase exports; partnered with Georgia Pecan Growers Association, the Western Pecan Growers Association, New Mexico Department of Agriculture, and the Texas Pecan Growers Association to host the delegates in each state.

Partnered with Georgia Pecan Growers Association to host a welcome reception for 14 Indian importers, retailers, and brands, complemented by a Surprisingly Snackable display at Atlanta airport.

Participated in the USDA Agricultural Trade Mission to India to build on key importer relationships and understand in-market opportunities and potential barriers for American Pecans

Orchestrated chef and influencer events including participation in India Gourmet Luxe, focusing on luxury wedding cuisine, and celebrating American Pecan Month with Hyatt Hotels in Delhi, Mumbai, and Ahmedabad.

Secured free sampling space at World Food India, provided by The Nuts and Dry Fruits Council (India), and participated in The Big F Awards to further elevate pecan visibility and engagement.

Maintained a strong presence across retail, e-commerce, and social media platforms, ensuring consistent engagement and visibility for the pecan industry.

UNITED KINGDOM

UK retail promotions drove consumers to purchase at Costco, Tesco, Sainsbury and Holland and Barrett.

UK in-store promotions centered around snacking saw a 138% increase in retail activity⁵, reaching over 4,000 stores, while e-commerce initiatives saw strong returns with UK's largest retailers like Tesco and Sainsbury's.

Leading re-bagger Whitworths has launched branded pecan SKU, calling out American Pecans on front of pack.

Email to Sainsbury customers generated 16,280 pack sales with a retail value of \$74K+.⁶

Tesco digital search generated \$33.6K in pecan sales in 2 weeks.

⁵ Increase in in-store promotions from 1,722 stores to 4,102 stores – a 138% increase over 2023 via The Garden, UK: Marketing & PR

⁶ The Garden Marketing & PR, July – September 2024 Report

INCREMENTAL VOLUME THROUGH EXPORTS

RESULTS:

GERMANY

Online efforts, including website updates, paid social, influencer partnerships, programmatic PR, Pinterest and Opinary drove a 44% increase in pecan share of voice⁷ and an 11% growth in purchase intent⁸. Launched recipe

activations, including the health-focused “Vegan-uary” campaign and seasonal holiday campaigns for Christmas, Valentine’s Day and Easter, generating over 25M consumer touchpoints through highly engaging recipe videos⁹.

CHINA

The Texas Pecan Growers Association, Texas Department of Ag and APC welcomed 17 Chinese buyers on a reverse trade mission to explore pecan production.

Fielded a study that looked at pecan production in China, identified target consumer and retailer segments, and the APC value proposition. It evaluated marketing opportunities, market presence and key supply chain factors, including tariff impacts.



KEY FINDINGS REVEALED INCLUDE:

China’s pecan production capacity is projected to reach 20–25 MT by 2028.

Due to tariffs, consumption growth in the region is expected to benefit producers in South Africa and Mexico.

To remain competitive, efforts will focus on maintaining current demand while positioning American Pecans as a premium product, emphasizing quality, size and suitability for gifting in collaboration with influential partners in the retail and e-commerce spaces.

⁷ Data source: Talkwalker

⁸ Weber Shandwick Oct- March 2024 Consumer Study (from 18% to 20%, which represents a growth rate of 11%)

⁹ Weber Shandwick, APC reporting Oct 2023 – March 2024

INDUSTRY RELATIONS AND READINESS THROUGH SERVICES

BACKGROUND:

It takes the entire supply chain to create a sustainable and profitable future for the industry. It is critical to provide access to pre-competitive marketing resources for the full industry to help drive informed business decisions.

STRATEGY:

Increase industry members' ability to activate on marketing opportunities and market intelligence.

KEY PROGRAM ACTIVATIONS:

Marketplace Intelligence, Marketing Guidance, Quality Initiatives



INDUSTRY RELATIONS AND READINESS THROUGH SERVICES

ACTIVATION OVERVIEW:

The APC team engaged with the industry nationwide to promote the Unified Pecan Promotion Plan (UPPP), gathering valuable feedback at key events and Field Days across the country. Essential market insights were shared with the industry through Monthly Pecan Industry Position Reports and three APC-hosted webinars on key topics such as international marketing and export funding, while CEO Anne Warden’s vision for a unified pecan industry was highlighted in leading trade publications. These initiatives aim to drive strategic growth across the industry and elevate pecans’ presence in the market.

RESULTS:

MARKETPLACE INTELLIGENCE:

The APC team traveled nationwide to present the Unified Pecan Promotion Plan (UPPP) and gather industry feedback to promote collaboration opportunities.

Notable events included the TPGA’s 103rd Annual Meeting in San Marcos, TX, where CEO Anne Warden moderated a consumer trends panel, and engagements at Field Days in Georgia, Oklahoma, Alabama and New Mexico, and the National Pecan Shellers Association meeting in Texas.

APC worked to refine a monthly Pecan Industry Position Report, covering shipment, inventory, export, import and net open position data. These reports track industry trends and align with the APC crop year (Sept. 1 – Aug. 31).

[Dynamic data graphs](#) allow deeper exploration of collected data. These graphs give the ability to dive deeper into years of collected data.

MARKETING GUIDANCE AND BEST PRACTICES:

Three webinars on topics such as International Marketing, [Grades and Standards](#), [Funding opportunities for exports](#) and an [Industry Spotlight](#) with the Peanut And Tree Nut Processors Association (PTNPA).

CEO Anne Warden was featured in prominent fruit and nut, and ag trade publications, including [INC’s Nutfruit Magazine™](#) and [Modern Ag™](#). The pieces discussed her vision for a unified pecan industry and the strategies that will lead to growth in demand, sales and ultimately, sustained prices.

QUALITY INITIATIVES:

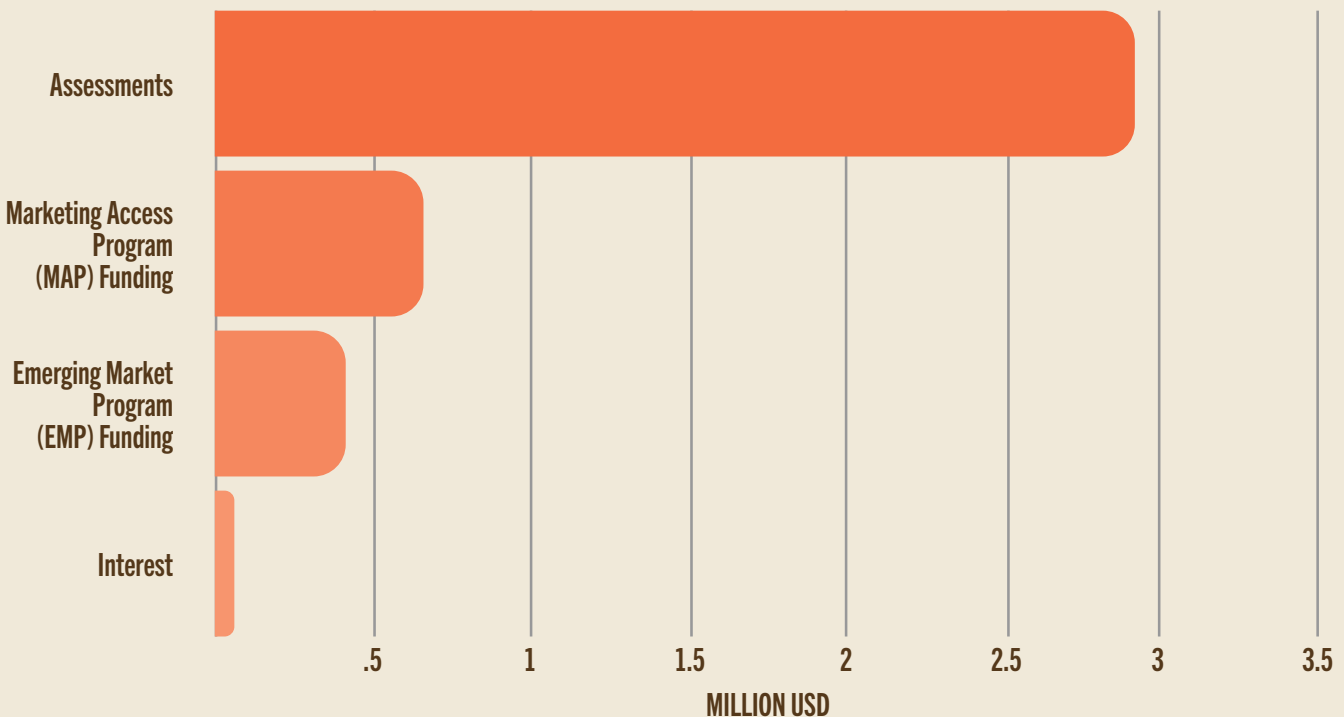
In 2024, the USDA released new voluntary grades and standards for in-shell and shelled pecans. It was the first time the standards had been updated in over 50 years, and the changes were led by APC to ensure the USDA based

changes on the industry’s needs. After its release, APC educated the industry about the changes and will continue to serve as the voice for growers when it comes to any further quality initiatives.

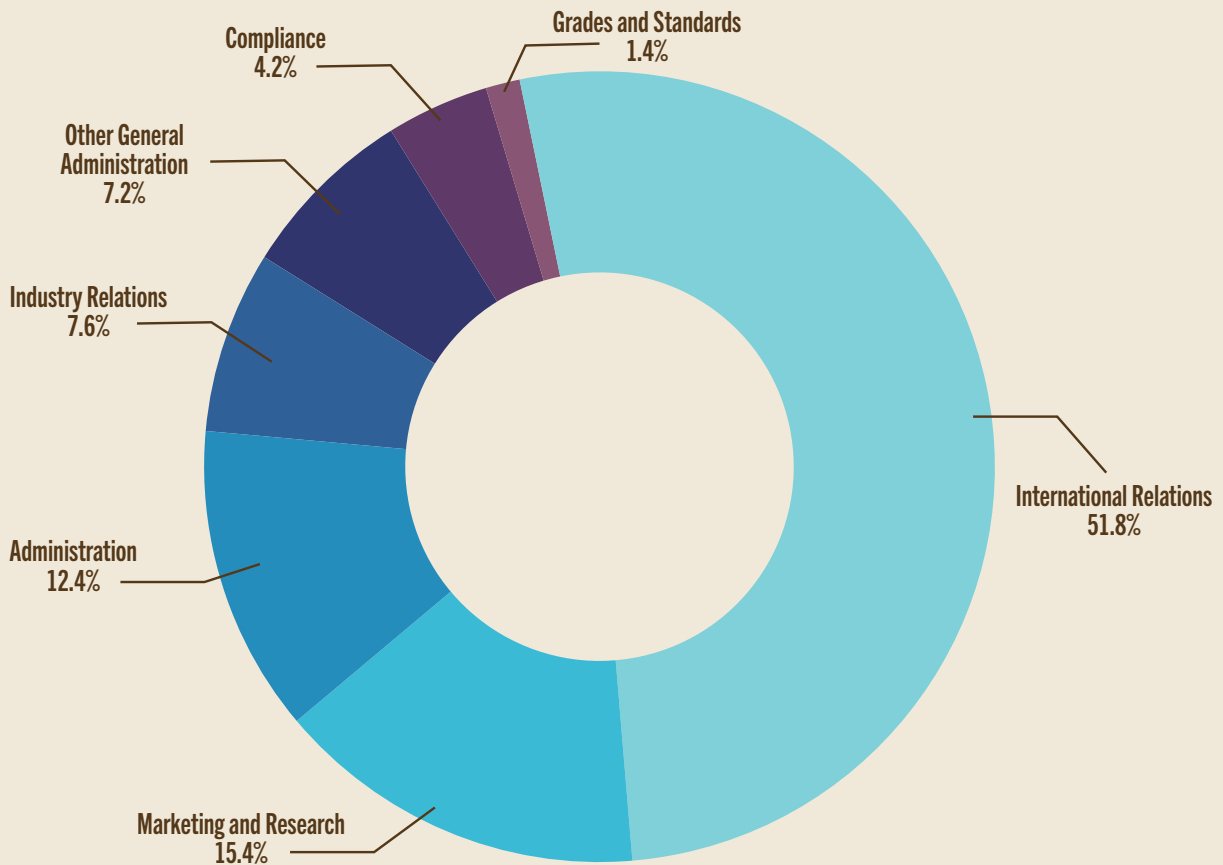
¹⁰Website and platform data from Plexiz Media, 2024

FINANCIAL REVIEW

REVENUES	USD
Assessments	\$ 2,800,209
Marketing Access Program (MAP) Funding	\$ 670,195
Emerging Market Program (EMP) Funding	\$ 425,000
Interest	\$ 69,325
TOTAL	\$ 3,964,729



FINANCIAL REVIEW



EXPENSES	USD
International Relations	\$ 1,973,965
Marketing and Research	\$ 585,139
Administration	\$ 474,584
Industry Relations	\$ 291,098
Other General Administration	\$ 275,637
Compliance	\$ 159,044
Grades and Standards Credit	- \$ 52,500
TOTAL	\$ 3,706,967



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CONTACT US

The American Pecan Council is meant to be your voice in the industry. We value your feedback and take your investments seriously. If you have any comments or questions, you can always reach us at Industry@americanpecan.com.