

# PECAN NEWS



## Texas Pecan Board Lunch and Learn for Growers & Marketers

On July 15 during the 2019 Texas Pecan Growers Association Annual Conference and Trade Show, the Texas Pecan Board held Lunch and Learn at the Central Market Cooking School with Cooking School Manager Michelle Rodarte. Nearly 30 pecan growers and marketers from across the state participated in the event, which aimed to provide pecan growers and marketers with tools and tips to conduct successful recipe demos. Attendees enjoyed a detailed tour of the Central Market store led by store “Foodies” who explained how local growers are promoted throughout the store and stories about the origin of various foods sold at Central Market are told. Rodarte and her team of chefs led attendees through a multicourse meal featuring pecans in every dish. As they demoed recipes, they talked about why they conducted the demo the way they did and answered questions from attendees. Fun!

## Pecan Weevil Affects Pecan Marketing Efforts

Pecan Weevil has probably been around as long as pecans have been growing but this insect is now front and center of a conflict affecting West Texas. Basically, the West Texas counties of El Paso, Hudspeth, Culberson, Jeff Davis, and Presidio have long (1996) been classified as a weevil free area

because they did not have pecan weevil. The rest of Texas is quarantined because of weevil. That meant that any pecan growers from a quarantined area could not ship pecans to a weevil free area without a state certificate. Today, with the increasing movement of shelling operations to the west, growers in quarantine areas are now selling pecans into the weevil free area. This means extra costs for treatment to the pecan grower and a tremendous amount of concern for West Texas growers.

The Texas Pecan Board is working with the Texas Department of Agriculture to work out procedures that will both streamline the process for treatment while protecting orchards in non-quarantine areas. We will be meeting with growers and shellers in that area soon, as well as continuing to educate growers in quarantine areas about shipping requirements. Here are the current regulations for pecans entering a weevil free area. Title 4, Part 1, Ch. 19, Subchapter L, Rule 19.123

(a) General. Quarantined articles (pecans) originating from quarantined areas are prohibited entry into or through the free areas of Texas listed in this subchapter, except as provided in subsections (b) and (c) of this section.

(b) Exemptions. Movement of quarantined articles (pecans) to a sheller or processing plant for treatment or further processing may be granted upon departmental review.

(c) Exceptions. All quarantined articles must be free of husk and accompanied by a state certificate certifying that the products were treated in the following manner:

- (1) dipped in water at a temperature of at least 140 degrees Fahrenheit for 30 seconds; or
- (2) held at a temperature of 0 degrees Fahrenheit for a period of 168 consecutive hours or longer after the entire lot has reached the desired temperature; or
- (3) alternate treatments may be approved upon departmental review.

## 100 Year Pecan Celebration at the Capital!

Most pecan growers probably don't know much about the history of pecans but Texas has a unique place in this native nut's history. Way back in 1919 the Texas Legislature recognized the importance of pecans to Texas and so they named the pecan tree the state tree of Texas. This is very important for pecan growers today because anything Texas sells, and sells well. Also, anything native to the state, with a rich history, is especially valuable. Besides being the origin of native pecans, Texas is also the place where most of the commonly used improved varieties were developed.

In recognition of all this history the Texas Pecan Board and Wild Hive will be hosting a 100-year anniversary celebration at the Capital on October 1<sup>st</sup>. We are pulling out all the stops to make this a great event that attracts lots of media attention. This is planned to be in advance of your pecan harvest and hopefully bring lots of attention to you and your pecans – the best nut in the world!

## New Pecan Study by TAMU Reveals Pecans Can Reduce Obesity and Type 2 Diabetes

Over the past year the Texas Pecan Board with a Speciality Crop Grant by the Texas Department of Agriculture has funded research conducted by Dr. Luis Cisneros, Professor in the TAMU Horticulture Department. Dr. Cisneros gave the Texas Pecan Board a preliminary report on his research and the result indicate that pecans, in particular the phenols in pecans, reduce obesity and Type 2 Diabetes.

Dr. Cisneros is continuing his research and his results will soon be published but overall this is groundbreaking information that will really make pecans the Original Superfruit!

## Pecan Oils, Pecan Meal, Pecan Flour, Pecan Malk?



Okay, I want to be really honest. Having worked in pecans and eaten pecans since I was a boy, I only recently tasted any of the products listed in the title (Pecan flour, Pecan Malk). My experience with pecans was simply pecan pie, roasted and coated pecans and throwing them in my cereal. But, working with Wild Hive in all our promotion efforts I am now being forced to expand my horizons and the food is great! If you have never had noodles made with pecan flour or had a salad dressing made with pecan oil or drank a glass of Pecan Malk you have missed a great experience. All these products are wonderful and add a unique flavor that really makes every dish “pop.” So, expand your horizons, go into HEB, to the milk aisle and find Maple flavored Pecan Malk. You won't regret it!



## San Saba Improved Pecan Variety

TPB V.P. Rodney Meyers and Dr. Larry Stein had a pecan tree contest at the recent TPGA Grower Tour. The contest had us name a pecan variety by looking at the tree. I am pretty good at this but both of them stumped me with the variety “San Saba Improved.” The tree has drooping limbs, pecan nuts with large sutures, and they get powdery mildew. I looked it up in Pecan Cultivars: The Orchards Foundation and I was embarrassed. I have 3 of these old trees – trees I have never been able to identify!



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