

PECAN NEWS

Texas Pecan Board Undergoes some Changes

At the last Texas Pecan Board meeting held on Thursday, April 9 by conference call, the board accepted the resignations of David Leonard of San Saba, Kyle Brookshire of San Marcos and Errol John Dietze of Cuero. These three long time TPB members resigned for a variety of reasons and circumstances and the resignations were not related to each other. These three members had a combined board experience of over 50 years. Congratulations and thanks to each for long and faithful service to the Texas pecan industry.

At the April 9th meeting, the board approved 3 new replacements to fill out the rest of each resigning board members term of office. President Larry Don Womack presented each new candidate to the board and they were approved unanimously. Patrick Dudley, with the Texas Department of Agriculture then swore in the new members to their new role with TPB.



Approved for a term that will expire in **2024** is **Jennifer Ivey** of Rancho Nogal Pecan Orchards in the El Paso Valley. Jennifer is currently an alternate on the APC board and is treasurer for the West Texas Pecan Growers Association along with helping with the orchard.

Approved for a term that will expire in **2022** is **Kortney Chase**, President of Chase Pecans in San Saba and also is a grower with Chase Farms. Kortney and her family have a passion for the American farmer and pecan farming. They are making an impact in the pecan world.



Approved for the other term that will expire in **2022** is **Dennis Hardman** of Texcan Pecan Co. in San Saba. Dennis has a long history in Texas pecans as a grower, buyer and exporter. He is known for his knowledge of

pecans and pecan marketing and speaks often at pecan programs about pecan markets.

2020 Texas Pecan Promotion Continues – Here’s the Lineup!

TEXAS PECANS, WINE NOT?!

Texas Pecans and Texas Wines are the perfect Texas “two step.” Partnering with Go Texas / Texas Wine, we will work to cement Texas Pecans as the go-to pairing with Texas Wines. As part of this promotion, we will



work to re-establish October as Texas Pecan Month, and in doing so have Texas Wine and Texas Pecan Month both in October. We are working with Texas Wine to understand opportunities to put a Texas Pecan spin on Texas Wine marketing activities planned in the next 3-6 months that reach our target audiences (Texas chefs, foodservice, retailers, consumers). As a foundational effort, we will develop a Texas Pecan/Texas Wine pairing guide that can be distributed through a variety of channels including via Texas wineries on Texas Wine Trail. We will use the pairings to pitch stories to the media about the intersection of Texas Wine and Texas Pecans, highlighting winery and orchard “pairings” in the same regions, emphasizing the terroir where they both thrive. The goal is to create opportunities to drive innovation with our target audiences and to create a potential new retail opportunity at Texas wineries for Texas Pecans.

DELICIOUS, NUTRITIOUS, AND TEXAN TO THE CORE: TEXAS PECAN/HEB PROGRAM PARTNERSHIP & PROMOTION

To drive retail activity and heighten awareness of the health benefits of Texas Pecans, we will partner with HEB’s registered dietitian program on a Texas Pecan Education/Promotion program. The program educates HEB’s registered dietitians across the state, while

TEXAS PECAN BOARD

activating a promotion for Texas Pecans. The program involves recipe/materials development and distribution in-store and through HEB RD-led community education events. Texas pecans will be put on promotional pricing, coupons distributed to shoppers. HEB will provide program analytics, which would give us sales insights to measure the impact of the promotion

TEXAS PECANS AT THE STATE FAIR

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and



community involvement through quality entertainment in a family-friendly environment. The 2020 exposition runs September 25 through October 18 in Fair Park and is "Celebrating Texas Icons" this year. The State Fair has over **2,500,000 visitors each year**.

In 2020, the Texas Pecan Board will host a Texas Pecan Challenge at the State Fair on October 3, which will put the spotlight on Texas Pecans. We are targeting October 3 (Texas Pecan Month). In addition to promotional opportunities within the Texas State Fair marketing materials, the sponsorship provides Texas Pecans with a dedicated contest, chef demo and access to all recipes for future promotion. Texas Pecans will have a presence in the Creative Arts Building and is set to have activities throughout the day in the Go Texan Pavilion.

Photos Courtesy of Kevin Brown/State Fair of Texas



Pecan Nut Casebearer Time

There is no doubt that we may be slowed down because of a virus but pecan trees are making rapid progress. I recently put out my pecan nut casebearer traps and as of today (4/18) there are no adult moths. I really don't expect to see any for a while since central Texas doesn't typically catch moths till the end of April or very first of May. But it is a good idea to get the traps out early. Generally, the first nut entry is 2 weeks after moth catches and then timing becomes the issue. Begin

looking for eggs on nutlet tips 10 days after your first moth catches.

Pecan Fungicide approved for Grazing Livestock

Dr. Charles Graham, Senior Pecan Specialist with the Noble Research Institute spoke about pecan diseases at the recent Comanche Co. Pecan Meeting on March 6. He shared some great insights about pecan diseases, fungicides and application timing. One important development he announced is the recent approval (February 2020) of a **FIFRA 2(e) label for KPhite 7LP to be used for Pecan Scab** and other pecan diseases **where livestock are grazed**. This is an important change that allows almost all native pecan growers and others an opportunity to control pecan diseases and still have the added income from livestock. *You must have the 2ee label available when using this product!



Commercial Pecan Production Program on ZOOM!

This is what you do now that the world is turned upside down. I was scheduled to speak at many pecan programs this spring and of course they all got cancelled. I love having this opportunity and enjoy seeing pecan

farmers but this year it all changed – until now!

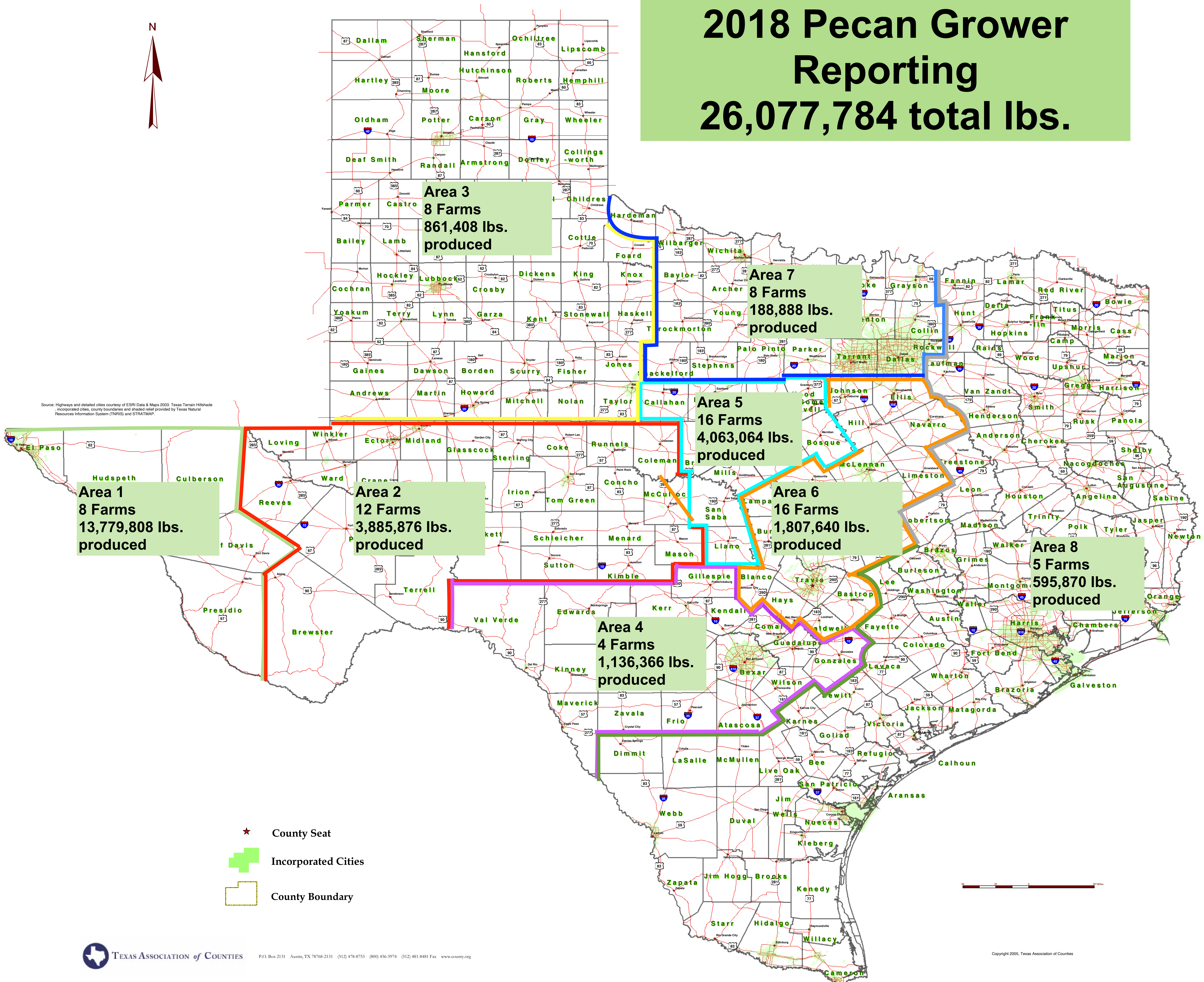
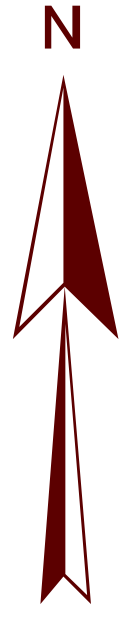
I was contacted by a local county agent, Tom Guthrie about being a part of a regional pecan program on ZOOM. I have limited knowledge about how to do ZOOM but in a test run it all works and was easy. So, this next Thursday we will come together through the internet to have a normal pecan production program and you are encouraged to attend. Send me a text or an email and I will try to get you information to connect.

When: April 23, 2020, 10:00 am

- Early Season Fertility Management - Monte Nesbitt
- Assessing Crop/Pollination Drop - Dr. Larry Stein
- Scouting Orchards for Pecan Disease and Insects - Bob Whitney

Bob Whitney
979-571-2086

Texas Pecan Board 2018 Pecan Grower Reporting 26,077,784 total lbs.



Source: Highways and detailed cities courtesy of ESRI Data & Maps 2003. Texas Terrain Hillshade, incorporated cities, county boundaries and shaded relief provided by Texas Natural Resources Information System (TNRIS) and STRATMAP.

- ★ County Seat
- Incorporated Cities
- County Boundary



TEXAS ASSOCIATION OF COUNTIES

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T E X A S P E C A N B O A R D

Growers Reporting for 2018

2018	Bob Ackerley	2018	David Leonard	2019	Pat Baggett
2018	Mike Adams	2018	Kyle Leonard	2019	Belding Farms
2018	Larry Adams	2018	James Livergood	2019	Sebe Berdoll
2018	Ben Anthony	2018	DeWayne McCasland	2019	Keith Berdoll
2018	Pat Baggett	2018	Rita Meador	2019	Dan Berdoll
2018	Jerry Belt	2018	Lalo Medina	2019	Lance Berdoll
2018	Craig Belt	2018	Derick Miller	2019	David Brummitt
2018	Sebe Berdoll	2018	Richard Mohon	2019	Larry Ceballos
2018	Keith Berdoll	2018	Jake Montz	2019	Chase Farms
2018	Kellis Berdoll	2018	Don Moore	2019	Scott Childress
2018	Dan Berdoll	2018	Roger Neitsch	2019	Carlton Cullers
2018	Mike Brewer	2018	Gene Niswander	2019	Will Cullers
2018	David Brummitt	2018	Cameron Ocker	2019	Johnny Dowd
2018	Larry Ceballos	2018	Ronnie Ogburn	2019	George Eveler
2018	Chase Farms	2018	Shawn Oliver	2019	Mark Friesenhahn
2018	Cecil Crabtree	2018	Tony Rancich	2019	Mike Grimes
2018	CarltonCullers	2018	Dannis E. Russell	2019	Jeramie Grissom
2018	Will Cullers	2018	Mary Santos	2019	Nina Guinn
2018	Bobby Day	2018	Doug Schaefer	2019	Adam Halfmann
2018	Trent Denman	2018	Robert Schermerhorn	2019	Chad Halfmann
2018	Diamond Eyes	2018	Gary Schmidtke	2019	Dennis Hardman
2018	Johnny Dowd	2018	David Schwegmann	2019	Justin Jeffrey Ivey
2018	Billy Eggemeyer	2018	Chad Selman	2019	Art Ivey
2018	Mark Friesenhahn	2018	Victor Sloan	2019	Lance Lampman
2018	Tom Golden	2018	Billy Ray Smith	2019	Gary Langdon
2018	Gary Halfmann	2018	Bill Squires	2019	David Leonard
2018	Adam & Chad Halfmann	2018	Rodney Stephens	2019	James Livergood
2018	Delbert Halfmann	2018	Randy Stephens	2019	Joe Massey
2018	Roland Halfmann	2018	Larry Stewart	2019	Chris Mellenbruch
2018	Scott Halfmann	2018	Spencer Street	2019	Dustin Miller
2018	NathanHalfmann	2018	CooperSullivan	2019	Winston Millican
2018	Jesse Hillis	2018	Troy Swift	2019	Richard Mohon
2018	Jerry Hoelscher	2018	Texas Pecan	2019	Jake Montz
2018	Belding Farms	2018	Miguel Vargas	2019	Martha Newkirk
2018	Art Ivey	2018	Armando Villarreal	2019	Cameron Ocker
2018	Justin Jeffrey Ivey	2018	Turner Wimberly	2019	Dennis Perz
2018	Kevin Ivey	2018	Tyler Womack	2019	WD Pruitt
2018	J&A Farms	2018	Larry Don Womack	2019	Mary Santos
2018	Gary James	2018	Raymond Zajicek	2019	Gary Schmidtke
2018	Lance Lampman	2018	Scott Zajicek	2019	Jo-Nette Schnauffer
2018	Gary Langdon	2018	Brad Zajicek	2019	Ray Steffek
2018	Wayne Lanham			2019	Troy Swift
2018	Gary Lehmann			2019	Jon Witte
				2019	Larry Don Womack

Growers Reporting for 2019

2019 Phillip Azar