

PECAN NEWS

Texas Pecan Marketing Update

April was a busy month for Texas Pecans marketing efforts. We completed foundational messaging work for Texas Pecans, which will form the basis for all our communications moving forward. We encourage you to download and use this Key Messaging as you see fit in your own marketing efforts, just send me an email at bob@texaspecanboard.com or text for a link to this document.

As a reminder, our marketing agency Wild Hive is available to provide marketing counsel as needed. Simply respond to a short survey and provide your contact information for additional consultation. Access the survey online at <https://www.surveymonkey.com/r/KT9HMBY> or contact me.



Foodways Texas Puts Pecans on the Menu

Foodways Texas brings together the most passionate foodies in the state of Texas from food educators to chefs to food enthusiasts for a weekend of Texas food culture exploration. The Texas Pecan Board on behalf of all Texas pecan growers sponsored the event this year, April 25-27, giving Texas pecans a visible presence throughout the conference, which was held in Brenham, Texas.

On Saturday, April 27, Larry Don Womack, president of the Texas Pecan Board and owner/operator of Womack Nursery in DeLeon, Winston Millican of Millican Pecan in San

Saba, and Pat Baggett of Cinco B Farms in Burton participated in a panel discussion about growing pecans in Texas and the history of pecans in the state. George Ray McEachern of Texas A&M University moderated the panel, which drew great questions from the crowd.



The Texas Pecan Board had an opportunity to establish relationships with Foodways Texas attendees, and a group of approximately 15 toured Royalty Pecan Farms in Caldwell prior to the conference kicking off. During the tour attendees enjoyed a pecan-inspired lunch, learned about how pecans are grown and sustainable farming practices, and did a pecan tasting. The tour and panel discussion received positive reviews from attendees and conference organizers, proving a wonderful opportunity to engage key influencers with Texas Pecans.

Texas Pecans Debut at Viva Fresh in San Antonio

The Viva Fresh Expo brings together hundreds of produce brands, commodity boards, supermarket retailers, food service operators and distributors, produce brokers and buyers, VPs of Produce/Floral, produce directors,



buyers and specialists, merchandisers and category managers, and more for three days of education, networking and relationship building.

The Texas Pecan Board sponsored the Friday, April 26, breakfast at Viva Fresh with Texas Pecans featured prominently in one of the breakfast menu items, “Overnight Oats with Candied Texas Pecans.” Texas Pecans were also featured at the build-your-own yogurt bar.

Share Your Story: 100th Anniversary for the Texas State Tree

Has your family’s operation been running for 100 or more years? We want to hear your story as we plan ways to celebrate 2019 as the 100th anniversary of the pecan tree being named the Official State Tree. To share your story, contact megan.lacy@wildhive.com.

Next Up: Texas Pecan Board Innovation Workshop

May and early June has been filled with preparations for our upcoming Innovation Workshop, which brings together a small group of Texas-focused companies that value high quality ingredients like pecans. The workshop, which will be held at Culinary Focus in Dallas the week of June 10-12, connects innovative brands with culinary and food science experts to explore product development opportunities using Texas Pecans.

Tami Sorrells, Texas Pecan Board secretary/treasurer, and I will conduct presentations during the session, which will include a deep dive into the history of pecans, how pecans are grown, how to select the best pecans and how to maintain freshness.

We hope this session will arm these culinary innovators with new ideas about how to use Texas pecans in recipes and products. Chefs

Sharon Hage and Jim Wisniewski will lead the workshop and be available for one-on-one consultation with the attendees, as they have time to innovate in the kitchen at Culinary Focus.

Central Texas Pecan Observations!

Most of you know I live in DeLeon, Texas, in one of the few concentrated pecan areas of Texas. Because I live and work closely with pecan growers, I hear their observations (complaints!). Here we had a great deal of rain in the fall of 2018 and again in the spring of 2019, which is great for trees, all trees. Our pecan trees are very healthy, but we have pecan scab issues on leaves and fruit because of difficulty spraying with so much rain. Also, we started out with a huge amount of nutlets on the trees, but slowly they are disappearing and a common question is WHY?

This is a complicated problem but the basic answer is one that Dr. Sparks addresses in his book, *Pecan Cultivars*. The first big nut drop occurs after bloom (remember all that pollen on our cars) and is related to weak pistillate flowers. This drop is related to tree stress from 2018 and happens so early most people don’t see it, except growers. The second drop is happening now and is related to poor pollination. This happens 14 - 40 days after pollination or now and is basically the result of no pecan nut fertilization. There are a number of factors such as calm days, rainy days, nutlets not being receptive when pollen is available, or maybe we just don’t know why!

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