

# PECAN NEWS

## Texas Pecans promoted with HEB!

The Texas Pecan Board has partnered with HEB and their in-house dietitians across the state to promote Texas Pecans as a heart healthy choice this summer. Wild Hive, hired by the Texas Pecan Board to work on pecan promotions, is facilitating this program.

To kick off the program, Wild Hive and the Texas Pecan Board are holding a special educational session for HEB dietitians this month, so they can communicate the unique Texas Pecan story and nutritional benefits of pecans into their patient outreach. As part of this effort, HEB is sending boxes with heart healthy product samples and information directly to **2,000 patients and physicians** across the state. Tami Sorrells of Sorrells Pecans provided the pecan samples featured in the promotional box.



Throughout the summer, HEB dietitians will promote Texas pecans, and in July, HEB will distribute a special Texas Pecan coupon for Texas Pecans from Durham Pecan Company.

Texas Pecans are a **big hit in HEB** stores statewide, and we all know how healthy pecans are! This program enables the Texas Pecan Board to directly reach HEB's

network of dietitians with information about what makes Texas Pecans special. In addition to the direct consumer promotion, the engagement with HEB buyers, dietitians and decision makers helps generate awareness of the **unique benefits of Texas Pecans** with one of the state's major retailers.

## Texas Assessment Report

As of this newsletter the Texas Pecan Board has received **2019 assessment reports from 49 Texas pecan growers**. Growers reported sales of **12,547,670 lbs.** of pecans for 2109. This represents **\$62,738.35 paid to TPB and of this total \$10,704.90 was requested to be refunded**. On January 1, 2020 TPB had \$65,554.77 in checking and savings. Since January 1 there have been deposits of \$75,765.79 and expenses of \$11,080.60 for a grand total of \$130,245.96. TPB has obligations for promotion, Extension education and board expenses in 2020 of over \$135,000 but more assessments for the 2019 crop are expected. We may just make it in 2020!

## Texas Pecan Board Elections

2020 is an election year for 3 members of the Texas Pecan Board. Included in this mailing is a nomination form that all eligible pecan growers can use to be nominated to be on the board. Every 2 years, 3 of the 9 board members come up for election. Board members serve for terms of 6 years and anyone elected in 2020 will serve until 2026. If you or someone you know would like to serve the Texas pecan industry and Texas pecan growers by being a member of the Texas Pecan Board then I encourage you to fill out a nomination form. They are due by July 15, and after those forms are received then names can be put on the ballot for voting in August. As a pecan grower this is your board, your money and your industry – get involved to ensure that your interests are represented well.

## Texas Orchards Experience Freeze Damage

Last October, Texas got blasted with an **unseasonable cold front** that stopped Fall and kickstarted Winter very fast. The temperatures dropped well below freezing for much of the upper half of Texas

and for Central and West Texas the temperatures caused freeze damage to leaves and nuts. Many, many orchards faced sticktights and I along with many others got calls about what to do if shucks won't open – nothing!



That was last fall and to be honest most thought that was the end, until now. There are many orchards that we now see suffered more damage than sticktights as you can see in the picture above. **Dustin Miller of Brownfield** is taking drastic measures to remove dead tree tops of this young orchard and is hoping that damage is not below the budwood.

**Larry Don Womack near DeLeon** has a substantial portion of his mature trees damaged back to the trunk and almost all are damaged like you see in the picture below. Just drive through any central to west Texas town and look at some pecan and oak trees and especially crape myrtles to see how bad the damage is!



## ZOOM Pecan Meetings, is this the New Thing?

Back in April, I was asked by Mills County Extension Agent Tom Guthrie if I would be interested in being one of the speakers for a pecan program. I was ready to get out and so jumped at the chance! He next explained that it would be a ZOOM meeting and that

doesn't mean he was zooming me there! Tom and other county agents sponsored this meeting held on April 23<sup>rd</sup>



from 10 am to noon. Dr. Larry Stein, Dr. Monte Nesbitt and I were the presenters and we along with the **50+ participants** did it all online with ZOOM. The picture is just a screenshot of me on ZOOM with my slides off to the side ready to go. It was actually pretty easy to do, according to participants they enjoyed the program, and everyone got TDA Pesticide Applicator Credit for attending. I have a feeling it may have been the first of many online pecan meetings?

## Glyphosate Drift Can Damage Pecan Trees Severely

It can seem harmless but glyphosate drift can be a very serious issue. I have had the "opportunity" to be a part of many herbicide complaints over the years and glyphosate wins hands down for the most complaints. Now that we have "roundup ready" crops just about everywhere, the complaints are more than ever.



The picture is of a tree that got drift from a cotton field **last year**. The damage you see is on **new growth** this year. The larger trees (not pictured) had damage in all the limbs and the trees were putting out leaves along the trunks, a possible sign of permanent damage. By the way, if this gets reported, TDA will check everybody's spray records – be prepared.

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