

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

Texas Pecan Board Meeting Minutes

Friday, September 27, 2019

TPB Members Present: Rodney Myers, Tami Sorrells, Mike Adams, Errol John Dietz, Larry Don Womack, Kyle Brookshier, Lance Lampman and Glen Honaker.

TPB Members Absent: David Leonard

Others Present: Bob Whitney – TPB Exec. Dir, Allison Beadle-Wild Hive, Blair Krebs-TPGA, Catherine Clark-Pecan South, Erin Diserens-TPGA.

President Larry Don Womack called the meeting to order at 10:08am. Roll call of members was conducted and then a recognition of guests.

Minutes of the July 14, 2019 meeting held at the Embassy Suites Hotel in Frisco at the TPGA Conference were read. Glen Honaker moved to approve the minutes and Tami Sorrells seconded and all voted yes. Motion passed.

Financial Reports were reviewed. Mike Adams requested balance sheet and income statement and Bob will get those printed and email to board. Kyle made motion to approve the financial statements and Rodney seconded and all voted yes. Motion passed.

Reviewed assessment refunds given and contacts made with other growers and handlers. Bob and Larry Don have made contacts with others and growers commenting on appreciative of work the board is conducting.

Discussion of removing and adding signatures on Bank Accounts at Prosperity Bank. Cindy Wise will be removed and Larry Don Womack will be added. Errol John made a motion to remove Cindy and add Larry Don and Kyle Brookshier seconded and all voted yes. Motion passed.

Allison Beadle and Bob reviewed the Wild Hive Promotions with TPB. Allison states the Texas Capitol celebration will be Tuesday, October 1st. Wild Hive has submitted to Governor's office to have October recognized as Texas Pecan Month. Tuesday a proclamation from Governor will be made. Tuesday will be celebration on Capitol steps of the 100th year anniversary of our State Tree. There is a survey of Texans being conducted to see what they know and don't know about the Pecans. This will aide marketing efforts and help target markets for pecans. After the Proclamation and Anniversary Celebration, TPB will be hosting a lunch in Austin at the Olamaie Southern Food Restaurant. The restaurant is west of the Capital. Local food bloggers and social media influencers are invited. The meal will include Texas Pecans in all courses.

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Allison also states that next week there will be an orchard tour to both Berdoll and Swift River Pecan orchards. The tour includes 15 people including chefs and product researchers. Brands to included are Chobani, Nana Jo's, Blue Bell Ice Cream, Amplify Snacks, HEB Restaurant Chef, Empire Bakery, Roots Chicken Shack, Texas Monthly, Snack and Wholesale Bakeries, Olamaie Chef, and other media outlets.

Wild Hive has also created a Texas Pecan Booklet showing what sets Texas Pecans apart and the print pieces will be launched next week. Bob states this is a premier piece. Press releases for Capitol celebration and media alerts will be forwarded to TPGA. Board reiterates to Allison that she and her team are doing a great job!

Bob and Allison were asked to share about the Snickers Bar story. Bob states CBS out of Dallas ran story on Texas Pecan Snickers Bar in Breaking News. Allison added that Megan had followed a story on Twitter of Mars traveling country to find the next nut for limited edition Snickers Bar. Coverage of the Pecan Snickers was also seen on the Today show on 9/27/19. Larry Don adds that Mars Family member request the Texas pecan. Blair adds they have reached out to Weber Shanwick and they have a past employee who now works for Mars. Bob asked Alex with the APC is they had initiated this? Kathryn says APC is digging to see who needs credit for this? Larry Don added this is a big deal for the "Texas Pecan".

Board reviewed election procedure for the 2020 Director positions. Tami, Lance, and Glen are up for reelection. Larry Don stated no motion needed.

Larry Don asked Blair and Bob to give an update on the TPGA meeting from 9/24/19. Blair states AgrLife representatives were in attendance to the dinner. TPGA is putting pressure to get positions filled by October. Blair states the Bill Ree is positioned to be a shared position with grapes. Larry Stein is helping to fill the Leo Lombardi position. There is a delay in hiring due to new director.

Bob Whitney lead update on pecan weevil. He states the is a state coordinator and the TDA are working together. We may be asked for funding in New Mexico and Texas for growers and consumers information pamphlets. USDA may be getting involved. Currently trying to develop a task force on how to handle in the future. Possibility to work with TDA to open up transportation lines with certification. Blair stated the growers seem to be coming to the conclusion that there is a solution. Not nearly a polarized as in July meeting. Patrick and TDA will be looking to us for direction as we continue to solve the issue.

Bob Whitney, Exec. Dir. Reported on TPB specific activities and office activities since the last meeting. No action taken.

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Bob Whitney reported on promotion activities being conducted by Wild Hive including the Lunch and Learn at the conference on Monday morning, the upcoming 100-year anniversary celebration at the State Capital and the Influencer Orchard tour to be held around Austin. Board members complimented the ongoing efforts. No action taken.

Board discussed next meeting dates and/or conference call meetings. Erol John, Kyle, Larry Don, and Glen all stated conference call was great and went well. No further meeting was scheduled. Board attendees and others to Tuesday at the capitol will be Mike, Errol John (possibly), Larry Don, Bob, Blair, and Erin.

Crop updates were provided by: Larry Don, harvesting starting today on Pawnee. Rodney, South Texas started today and Granbury needs a rain. Bob, Kanza is looking good and hearing from several China buyers. Tami, harvest to start next week and they are hearing from several China buyers also. Glen, states they are still irrigating and will state harvest around November 1st. Mike, China and Mexico are trying to establish routes and Mexico to be middle man.

With no other business, Tami Sorrells moved to adjourn and Rodney seconded. All aye and the meeting was adjourned.

Respectfully submitted, Tami Sorrells and Bob Whitney