

PECAN NEWS

“Papa Pecan” Video



The Texas Pecan Board has hired a great marketing firm, Wild Hive, to get out the message about pecans to food influencers. One of those important messages is telling about the people who spend their lives growing this outstanding food product. Almost all Texas pecans are produced by hard working families and we need to showcase that message. The way we did that was to film a pecan harvest video at Rio Bravo Farms with the Ivey Family. The video is available for viewing on the front page of website and we use it in all our promotions.



Pecan Standards Meeting

The Texas Pecan Board hosted a meeting for the American Pecan Council on February 27 in De Leon, TX to discuss implementing possible pecan standards. There were several things that came out of the meeting, but 3 are of particular importance.

One, APC can implement a pecan “quality” standard for inshell pecans when they are sold. This would mean that as you sell pecans they would be graded and probably marked with that grade which stays with the pecans. This is harder to do since each buying point would have to have a federal grader onsite.

Two, APC can implement a pecan “quality” standard for shelled pecans, basically at the backdoor of the shelling plant. This would mean less hassle and insures a quality product for manufacturers, but does little to help growers with pricing issues.

Third, APC can implement an MRL standard. This means that APC would set Maximum Residue Limits for certain residues like “synthetic hormones” said to be legal in Mexico. This would effectively prevent altered Mexican pecans from crossing the border because they could be tested at the border.

APC will be continuing to talk to growers about possibly implementing standards and how best to do that over the next few months.

Illinois Farm Bureau Tour of Pecan Orchards

March 1, a group of 40 young farmers from the Illinois Farm Bureau traveled to West Texas to tour pecan orchards and get a little Texas culture. Illinois Farm Bureau yearly travels to other agriculture areas of the nation to give its young farmers a chance to bond together while learning how other farmers do things. They

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chose Texas pecans as one of the stops in their week long adventure because they had heard so much about these native nuts. Usually they fill up a bus with others on the waiting list. For this Texas tour they had over 80 to sign up proving there is nothing better than Texas and pecans!



The Texas Pecan Board and Texas Pecan Growers Association Vice President Shannon Ivey and Ex. Director Blair Krebs, teamed up to welcome them to Texas and show them some real Texas pecans and pecan orchards. The tour group had one requirement to participate – go home and tell everyone about PECANS from TEXAS!

Viva Fresh Expo April 25-27

The Texas Pecan Board is pulling out all the stops participating in the Viva Fresh Expo in San Antonio.



The Texas Pecan Board and Wild Hive will be sponsoring and hosting the Friday morning breakfast at the event. This will allow us to showcase pecans in food, conversation and media materials.

What is Viva Fresh? It is sponsored by the Texas International Produce Association and showcases Texas products to a large audience of buyers and marketers. This is a real opportunity

to “showoff” the best food on the market – Texas Pecans!



Foodways Texas Symposium

Foodways Texas is an organization founded by scholars, chefs, journalists, restaurateurs, farmers, ranchers, and other citizens of the state of Texas who have made it their mission to preserve, promote and celebrate the diverse food cultures of Texas.

The Symposium is held each year in a select Texas city and for three days they present academic and popular interest speakers and panels related to a general geographic topic. This year the topic is TEXAS PECANS! We will have a keynote address by our own Larry Don Womack and a great pecan panel made up of Winston and Kristen Millican and Pat and Marguerite Baggett. Pecans will be featured in the menu and Wild Hive will be carrying the ball with all kinds of promotions during the event. These food influencers will go back home full of good food and good information to use as they tell the pecan story.

www.TexasPecanBoard.com

If you have time, please go to the official Texas Pecan Board website and check out some of the awesome things we are doing for you.

Pecan Assessments

Just a reminder that every pecan grower in Texas is required to pay the ½ cent per lb. of inshell pecans, the Pecan Assessment or Checkoff. Forms are on the website.

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