

PECAN NEWS

100 Year State Tree of Texas Celebration at the Capital!

Mark down Tuesday, October 1st, to be at the Texas State Capital building South Steps to attend the celebration marking the 100th year of the pecan tree being the State Tree of Texas



In recognition of this historic event, the Texas Pecan Board and Wild Hive are pulling out all the stops to make this a great event that attracts lots of media attention. This is planned to be in advance of your pecan harvest and hopefully bring lots of attention to you and your pecans – the best nut in the world!

The event will be from 10:30 to 11:30 a.m. on the South Steps of the Texas State Capitol. The event will include remarks from leadership within the Texas pecan industry, the release of new consumer survey data and the unveiling of a gubernatorial proclamation to commemorate the 100th anniversary of the state tree.

Influencer Pecan Orchard Tour



Wild Hive has planned a fantastic Pecan Orchard Tour for Pecan VIPs October 7, 8 and 9 in and around the Austin area. Who are pecan Very Important People? These are people involved in the food industry that influence what foods are bought, prepared and sold to consumers. Wild Hive has gone throughout the Texas food industry and beyond Texas to bring in the best from

restaurants, food manufacturers and retailers to come and learn all about Texas pecans and *pecan people*.

The two-and-a-half-day session fully immerses these key influencers in all things Texas pecans. Attendees will enjoy meals that feature pecans throughout each course and tour Texas pecan orchards, stores, shelling operations, as well as a pecan nursery and breeding operation. Attendees will walk away from the multi-day event with inspired ideas for innovating with pecans as well as a new appreciation for the Texas pecan industry.

Throughout the entire tour, the guests will receive tons of information about pecans, pecan preparation, and how to purchase and store pecans. What an opportunity!

Land IQ – Pecan Acres Mapped

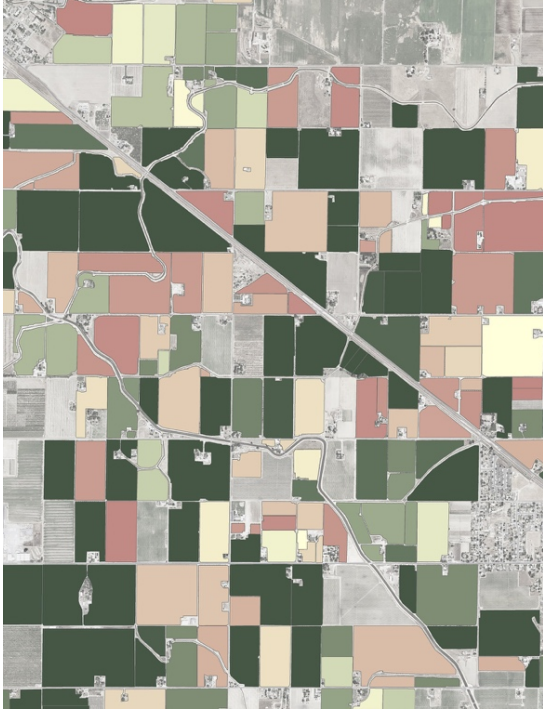
At the recent American Pecan Council, Pecan Congress meeting we all learned about Land IQ. APC contracted with Land IQ to map every acre of pecans in the US and they have been working for the past few months to get the job completed. This will be an ongoing project but most of the acres are mapped and it is very interesting. Using sophisticated satellite maps, map algorithms and ground truthing they have a nearly 100% accurate map of pecan tree acres, pecan orchard owners, pecan orchard age and even a prediction of production based on tree size and age.

The Texas Pecan Board is working with APC and Land IQ to also be able to use Texas data for a variety of reasons:

- Help TPB locate growers
- Identify potential for insect and disease movement in the state
- Identify new or changing orchard plantings
- Help with crop estimates for marketing
- Develop a grower network to gather weekly crop progress and crop condition
- Aid in grower outreach for education
- Help in marketing (Texas consumers like to buy from Texas growers)
- Identify managed native orchards or native orchards that could be managed

These are just a few possibilities and over the next few months I will share how we are using this new technology to improve Texas pecans.

TEXAS PECAN BOARD



Pecan Weevil, What's New?

It is pecan weevil time in Texas, at least for some Texas Counties. Here in Central Texas we are still waiting for this elusive insect to appear, but I am sure it will, especially in these native pecan bottoms. In my last newsletter I talked about how much of the shelling industry has moved west. Since those plants are in the west, growers in the east, where weevils are a problem, have to move their pecans through quarantined areas into non-quarantined areas. This is not going to be legal and so a problem has developed.

The Texas Pecan Board has responsibility by law to **alleviate any circumstance or condition that serves to impede the production, marketing, or use of pecans in the state of Texas.** Working as a state agency with the Texas Department of Agriculture we are exploring ways with TDA that growers can move their pecans. TDA may be able to issue compliance agreements that allow for shipping pecans west and/or formulate new rules to regulate any movement of pecans from east to west.

The Texas Pecan Board, TDA representatives and TDA inspectors recently traveled to the El Paso Valley to meet with growers, shellers and even State



Representative, Mary Gonzales. This is an ongoing effort but TPB is working on a solution with our parent state agency the Texas Department of Agriculture. Patrick Dudley with TDA is our representative for commodity boards and has been great to work with on this issue. If you have questions or suggestions you can either contact me or Patrick as we continue to work on solutions.

First Pecans of the Season. What is our Crop Condition?

It is always amazing to me that we can have ripe, ready pecans on September 9. These Pawnee pictures were sent to me by Jeramie Grissom here in Comanche County, owner of Grissom Farms.



Over the past few days we are starting to see just how big the crop is here in this area. Limbs are heavy with pecans and most of the trees are straining under the weight. We are having some issues with *Black Pecan Aphid* and growers have had to spray to protect leaves for fall. Steve Whalley over near Brownwood reported some

Brown Stink Bug infestations and I have now seen them in some orchards I've visited.

The El Paso valley is still looking light with estimated 50% of normal nut production. Fortunately, they do have irrigation water and the trees look good – better luck next year!

Lastly, the crop up north along the Red River may be one of the best around. Jake Montz has every finger crossed that he makes it to harvest. He better, since he's had hail, wind and tornadoes all this season!

A handwritten signature in blue ink that reads "Bob Whitney".

Bob Whitney, Exec. Dir. Cell: 979.571.2086