

TEXAS PECAN BOARD

PECAN NEWS

Texas Natives Looking Good!

If you look close at the picture that I took from 70' up in the air of a native pecan tree you can see pecans. I circled the **pecan clusters in red** so you can see them a little better or at least zero in on them without too much trouble. These native trees are near a creek bottom and in really deep, alluvial soils. The foliage is dark green and even though they are like all native pecan trees and get abused still the crop is good.



Satisfaction Survey

When you mark your **BALLOT** for your 3 candidate choices and get ready to mail, you will notice a **simple one question survey**. This one



question is important to us as we move forward into the future of Texas Pecans. Once we know the answer to, "**Are you satisfied with the overall direction of the Texas Pecan Board,**" we can then know whether to back up and find out why you are dissatisfied or go ahead and move forward because you are satisfied. Please take an extra minute to circle your answer to this simple survey question when you mail in your ballot.

Developing a Pecan Weevil Pheromone

The Texas Pecan Board is working with Dr. Charles Suh, USDA Research Entomologist, to develop a pecan weevil pheromone. The overall interest in all things pecan weevil started last year when legislation was introduced that would have put tight regulations on pecan movement in Texas. The El Paso pecan growers along with New Mexico growers are very concerned about the possible introduction of this invasive pest to their pecan region.

The legislation did not make it out of committee but the renewed emphasis did cause an update to old rules regarding pecan movement in Texas and it also brought attention to the actual insect and how better to manage it. Patrick Dudley with TDA works closely with TPB and he happened to mention pecan weevil to Dr. Suh in a meeting about cotton boll weevil. Dr. Suh has worked on pheromones for boll weevil and because of his research, has a strong belief that he can develop a similar

pheromone for pecan weevil.



Blotch Leafminer in Many Orchards

This is not a major new pecan insect but it is a curious one that has shown itself in many orchards. Back a few months ago I wrote a blog post about seeing this insect and how Bill Ree told me what it was. Since that time, I have seen this insect in other orchards from Central to South Texas and even in a few orchards out west. Not sure why they are in abundance this year but everything I read says they're just not a problem.

Thanks, Bob Whitney - 979.571.2086 Cell

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Pecan Promotions Full Steam Ahead

Despite the continued pandemic, our Wild Hive team is full steam ahead with promotions and plans for this fall's marketing activities. Check out the lineup!

Texas Pecan/HEB Dietitian Program Partnership Underway

In May, we kicked off a partnership with HEB's Health and Wellness program, which educates HEB's registered dietitians about Texas Pecans to promote Texas Pecans as part of their one-on-one counseling with Texans statewide. We conducted a one-hour webinar for the over 70 registered dietitians that are part of HEB's program about the unique history of Texas Pecans, how pecans are grown in Texas and the health benefits. As part of the partnership with HEB, Sorrell's Farms provided sample Texas Pecans that were distributed, along with Texas Pecan promotional information, directly to 2,000 patients and physicians who are part of HEB's Health and Wellness program. The Wild Hive team currently is fine-tuning details with HEB to extend the program, which includes promotional pricing opportunities courtesy of HEB, into the fall months. This effort aims to drive retail activity while increasing awareness of the health benefits of Texas Pecans.



Texas Pecan Month in October

We are working to re-establish October as Texas Pecan Month through a gubernatorial proclamation to support promotions and will again provide a toolkit of materials to support growers and processors in your promotions during the month.

As part of the October efforts, we are also moving forward with the **Texas Pecans: Wine Not?** program to link Texas Pecans and Texas Wine in a meaningful way for consumers and producers alike. The team is developing a booklet that will be available in digital and print formats to highlight Texas Pecans and Texas Wine as a perfect pair. They are also working with the Texas Department of Agriculture (TDA) to identify creative ways to collaborate in marketing efforts through the fall.

While the State Fair recently announced its cancellation, our team is pivoting to develop a new concept that will generate exposure and attention for Texas Pecans in the fall.

Exploring Grant Opportunities

TDA recently engaged our team to help with submitting grant applications associated with emerging markets. We are looking forward to partnering with TDA on other upcoming grant opportunities to support Texas Pecan growers through available state and federal funds as possible.



Keeping Updated with Emails and Blog Posts

I sure don't want to fill up your email inbox but if you would like to keep up with crop updates, promotion events, or just general pecan info then be sure to go to www.texaspecanboard.com and sign up for the email newsletters. This will get you notices of new newsletters or blog posts as they are published. **Thanks, Bob Whitney - 979.571.2086 Cell**

TEXAS PECAN BOARD ELECTION NOMINEES

Tami Sorrells is first and foremost a mom to three precious boys and wife to an amazing husband, Gayland. The Sorrells' Family grows pecans in the sandy soils of Central Texas on their approximately 125 acres of orchard land and about 20 acres of farmland. Gayland helps his father Kinley, manage Sorrells Farms, which consists of 1,200 acres of orchard land and 1,000 acres of farmland for cattle and produce production. Tami helps manage the Sorrells Farms retail store location, as well as sales and production for wholesale accounts. She also manages the accounting for Sorrells Farms and the Sorrells' personal farm. Sorrells Farms wholesale and retail store has numerous retail pecan customers and Sorrells Pecans are featured in HEB's Central Market.

Tami has a BBA in Accounting from Tarleton State University and earned her CPA license in July 2002. She previously taught elementary education and loves being involved in teaching children. She feels fortunate to have learned both the growers' and shellers' points of view. Tami has also served as the secretary and treasurer of the Texas Pecan Board. She believes we must educate and pursue the consumers before us to enable the Texas pecan to be set apart from other nuts and pecans in the world today!

Chad Christian is acting General Manager for the Leonard's Big Valley and San Saba Ranch pecan operations in Mills and San Saba counties that consists of approximately 80,000 trees. He is married to Ashley (Leonard) Christian, and they have 2 kids (4 year old daughter and 3 year old son) that love nothing more than being on the ranch and watching the shaking of the trees. He and his wife have been participating in the family pecan business for approximately 10 years.

The Christian's currently live in Houston, Texas where Chad currently work for Marathon Oil as the Economics Manager responsible for the evaluation and financial impacts of any capital spend or any acquisition or divestiture to ensure the deliverability of the projected cash flows. Chad has a BS from Texas A&M, an Executive MBA from Rice University, and a Ph.D. in Chemistry from Texas A&M.

Zachary Swick is the Farm Manager for Belding Farms, a 2,205-acre pecan farm in Fort Stockton, Texas. He attended Texas A&M University and received a B.S. in Horticulture and worked with Dr. George Ray McEachern on the TAMU Pecan Orchard. He has been in the pecan industry for 14 years in many roles.

Zachary and his wife Caitlin, reside in Fort Stockton and have come to call West Texas home. His family has farmed and ranched in Texas for six generations and Zachary is proud to carry on that heritage. Above all else Zachary puts the utmost importance on his faith and serves as a deacon in his church.

Troy Swift is the owner and operator of 266 combined native and improved pecan acres along the San Marcos River and has started Swift River Pecans which features his orchard grown pecans and sells to the public. Troy bought his first orchard in 1998 and second in 2004 where over time he has planted approximately 1,000 new irrigated trees that are now in production. Troy also custom harvests native and improved pecans along the San Marcos river.

Troy has a BS in Industrial Arts from Southwest Texas State University and worked developing composite jet engine (GE engines) manufacturing. He started as a production person and retired as Manufacturing Manager. His responsibility included managing 100 to 500 production workers.

He has been a member of the Texas Pecan Growers Association since 2001 and a District 4 TPGA Board Member since 2016 and was named TPGA Innovative Small Grower of the year in 2019. Troy is an avid participant in Texas Pecan Shows and was named State Champion Commercial pecan in 2018. In 2011 Troy began a unique business as a Pecan Lumber Sawmill operator and has produced beautiful pecan wood used by furniture makers.

Joseph (Joe) Massey has been in the pecan business since 2000 when he and his wife purchased his wife's family orchard. They have 233 acres of improved varieties of pecans and are in the process of planting an additional 100 acres of pecans. Joe served on the Texas Pecan Growers Association (TPGA) board for eight years including as President for two years starting in 2015. In his spare time Joe also runs 150 head of Registered Brangus cattle, and serves on many cattle boards and committees.

Dr. Massey received his Ph.D. in Physiology of Reproduction, from Texas A&M University Veterinary School in 1980 which led him in 1989 to cofounded Genmark. Genmark is a DNA marker development company, which focused on human genetic defects, and the development of Bovine DNA marker maps and linkages to commercial traits of interest. In 1989 he started Granada Genetics, Inc., a bovine embryo transfer company, and served as its first President and COO.

In 2014 Joe started DigitalBeef a cattle software company, which provides registry management software to beef, swine and horse associations in the U.S. and Canada. He served as Executive Vice President, of the International Brangus Breeders Association, from 2004 to 2013 redirecting the focus of the association to serve it members and helping make Brangus cattle relevant to the commercial cattle industry.

Texas Pecan Board
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Texas Pecan Board Election – in this newsletter you will find a ballot to vote in the upcoming election of members for the Texas Pecan Board. Members serve 6 year terms and every 2 years there is an election for 3 members. This makes a total of 9 members on the board. These 9 members must be pecan growers with more than 15 acres/500 trees to be on the board and they are on the board to decide how to spend your assessment money! If you are a pecan grower you need to be involved by sending in your ballot with your member selections.

Board Members Retiring – two long term board members are retiring at the end of their terms in September. Glen Honaker with Belding Farms was asked to put his name on the original 1998 election ballot which voted to establish the Texas Pecan Board, set the assessment at ½ cent and name board members. That means Glen has served the pecan growers of Texas for over 20 years!

Lance Lampman from De Leon has served 2 terms or 12 years as board member. During that time Lance has continued to grow his pecan orchard adding both acres and orchard improvements. He has also brought in his sons Eric and Cody to help. Lampman family has a long history in pecans and Lance has worked hard on the Board to increase Texas pecan consumption. **A big thanks to both Lance and Glen!**