

American Pecan Council

- ▶ Western Pecan Growers Association Conference
 - ▶ Las Cruces, New Mexico
 - ▶ March 7, 2017

First In-Person Meeting Houston, Texas November 16-17, 2016

- ▶ Convened by USDA
- ▶ Training and Orientation by USDA
- ▶ Elected Officers
 - ▶ Chair - Mike Adams; Central Region grower
 - ▶ Vice Chair - Bruce Caris; West Region sheller
 - ▶ Secretary - Trent Mason; East Region grower
 - ▶ Treasurer - G. L. Straley; West Region grower
- ▶ Formed Standing Committees
 - ▶ Governance
 - ▶ Finance
 - ▶ Market, Research, and Promotion
 - ▶ Statistics and Reporting
 - ▶ Communications
 - ▶ Compliance
 - ▶ Personnel
 - ▶ Grades and Standards
- ▶ Link to Minutes of the Meeting
 - ▶ <https://www.ams.usda.gov/rules-regulations/moa/986-pecans> - Select link to “Minutes 11.16.2016”

- ▶ Authorized development of By-Laws
- ▶ Adopted a proposed Budget
 - ▶ Based on \$6 million collection of assessments
 - ▶ \$3,850K for Marketing, Research, and Promotion
 - ▶ \$900K for Administration
 - ▶ \$250K for Reporting and Statistics
 - ▶ \$200K for Compliance
 - ▶ \$100K for Communications
 - ▶ \$75K for Finance
 - ▶ \$75K for Governance
 - ▶ \$50K for Personnel
 - ▶ \$500K for Reserve
- ▶ Adopted proposed assessment rates for categories of
 - ▶ Improved - 3¢ per inshell lb.
 - ▶ Native/seedlings - 2¢ per inshell lb.
 - ▶ Substandard pecans - 2¢ per inshell lb.
- ▶ Selected DFW Metropolitan area for permanent office location
- ▶ Requested nominations for At-Large Council seats
- ▶ Authorized opening a bank account and retaining an accounting firm for financial transactions and accounting services

2016 Crop Assessments Remitted to:

**American Pecan Council
c/o Armstrong, Backus & Co., LLP,
P.O. Box 71
San Angelo, Texas 76902-0071**

On January 20, 2017, the Council held a conference call meeting to authorize and comply with recent USDA directives:

- ▶ Authorized the use of Social Media Tools:
 - ▶ Facebook
 - ▶ Twitter
 - ▶ Constant Contact
- ▶ Approved Communication Committee to proceed with development of constituent database
 - ▶ To Be Included in the American Pecan Council Database:
 - ▶ *Email your name, address, phone, and email address to:*
 - ▶ Americanpecancouncil@gmail.com
 - ▶ These tools will be a primary means of communication with the industry, especially until a permanent office and staff is operational
- ▶ Called an In-person meeting of the Council immediately preceding SEPGA conference in Biloxi, MS on February 23 with Committee meetings on February 21 and 22

On February 21, 22, and 23, the Council and met in Biloxi, MS

- ▶ Marketing, Research and Promotion Committee established comprehensive strategy going forward
 - ▶ Powers and responsibilities
 - ▶ Propose projects subject to the limitations of the Council's annual budget
 - ▶ Propose a comprehensive marketing plan that may include
 - ▶ Hiring a Consumer Marketing Research firm to determine target market constituencies
 - ▶ Hiring an Advertising firm that may include traditional media and digital/new media
 - ▶ Propose hiring of scientists or scientific research firm to determine the health and other benefits claims of pecans that support the Council's marketing plan
 - ▶ Propose hiring of chefs or other food influencers to help promote the flavor, taste, recipes, usefulness in meal preparations or healthful eating benefits of pecans that support the Council's marketing plan
 - ▶ Evaluate and propose third party marketing projects
 - ▶ Establish a protocol to evaluate project requests
 - ▶ Evaluate individual requests that support the Council's marketing Plan

- ▶ Governance Committee met to consider
 - ▶ By-Laws and Policies
 - ▶ Nomination of At-Large Council seats
 - ▶ Receive recommendations from standing Committees
 - ▶ Comply with USDA directives
 - ▶ Travel and expense policy
- ▶ Communications Committee met to consider
 - ▶ Constituent database
 - ▶ Compliance with USDA directives on use of social media
 - ▶ Development of a website and Facebook page
- ▶ Statistics and Reporting Committee met to consider
 - ▶ Reporting Forms and data collection
- ▶ Finance Committee met to consider
 - ▶ Letter of Approval from USDA of Budget
 - ▶ Financial report to full Council

Meeting of American Pecan Council on February 23

► AGENDA

- Call to Order
- Roll Call
- Minutes of last meeting
- USDA Update - Chris Niessen
- Selection of At-Large Council Members and Alternates
 - Accumulator seat
 - JB Easterlin
 - Public seat
 - Donna Volz

▶ Committee Reports

- ▶ Treasurer's report (Finance Committee) - G. L. Straley
 - ▶ Update on establishment of bank account and accounting firm
 - ▶ Financial statements
 - ▶ USDA Budget Approval letter
- ▶ Marketing, Research, and Promotion Committee - Bruce Caris
 - ▶ Strategy session report
 - ▶ Draft budget
 - ▶ Requests for projects
- ▶ Statistics and Reporting Committee - Dan Zedan
 - ▶ Approval of Reporting forms
- ▶ Communications Committee - Mike Spradling
 - ▶ Update on database development
 - ▶ Update on communication tools
- ▶ Compliance Committee - Dan York
 - ▶ Expense reporting procedure
 - ▶ Begin e-compliance plan (dates discussed under reporting will need to be included in e-plan)

- ▶ Adoption of By-Laws - Paul Quiros
 - ▶ Policies
 - ▶ Duties
- ▶ Update on Interim Management of Operations
- ▶ Update on Executive Search
- ▶ Meeting schedule
 - ▶ Next meeting is TPGA Meeting
 - ▶ Propose meetings in 2017
- ▶ Old Business
- ▶ New Business
- ▶ Adjourn

Next Steps

- ▶ Approval by Secretary of AG on budget, reporting sheets and assessments
- ▶ Interviews and appointment of management firm
- ▶ On going collection of assessments
- ▶ Ongoing development and implementation of marketing strategy