

ACTIVITIES & RESULTS 2019 - 2020

By

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Executive Director, American Pecan Council





“

To increase demand for American pecans and provide industry with a path to sustainably grow profitability across the value chain

APC vision

AS AN FMO, OUR PRIORITY IS TO ENGAGE IN MARKETING ACTIVITIES TO GROW CONSUMER DEMAND FOR AMERICAN PECANS

FIVE CRITICAL AREAS OF FOCUS FOR FMO

- Marketing & promotion of product
- Providing **statistics** & baseline data
- Conducting **research**
- Publishing **standards** of product
- Setting **compliance** standards for industry



ACTIVITIES **NOT** PROVIDED BY FMO

- × Lobbying
- × Buying / selling product
- × Setting prices
- × Setting tariffs

TIMELINE

First 18 Months – Getting Office Up & Going

APC Approved, Board Seated
Office Established, Interim
Staff Hired, Organization
Begins Forms, and
Assessment Collection

APC gets budget and selects
marketing company.
Permanent Executive
Director Selected and staff
hires begin. Marketing
efforts begin. Compliance
audits and adoption of
programs policies and
procedures.

2016-2017

2017 - 2018

Three Years of Programs

Strategic Plan completed.
UES signed. Marketing, data
collection, education on
programs, full programs
begin. Committees
established. Staff hired.
First Pecan Congress held.

2018 - 2019

Current market programs in
swing. Data collection and
first round of audits.
Compliance items begin.
Expansion of marketing,
industry relations, grades &
standards, Pecan Congress.
Results being realized.
Elections to be held.

2019 - 2020

Continuing to build on
programs. Referendum.
Data, marketing, compliance,
continue.

2020 - 2021

ORGANIZATION

USDA OVERSIGHT

COUNCIL

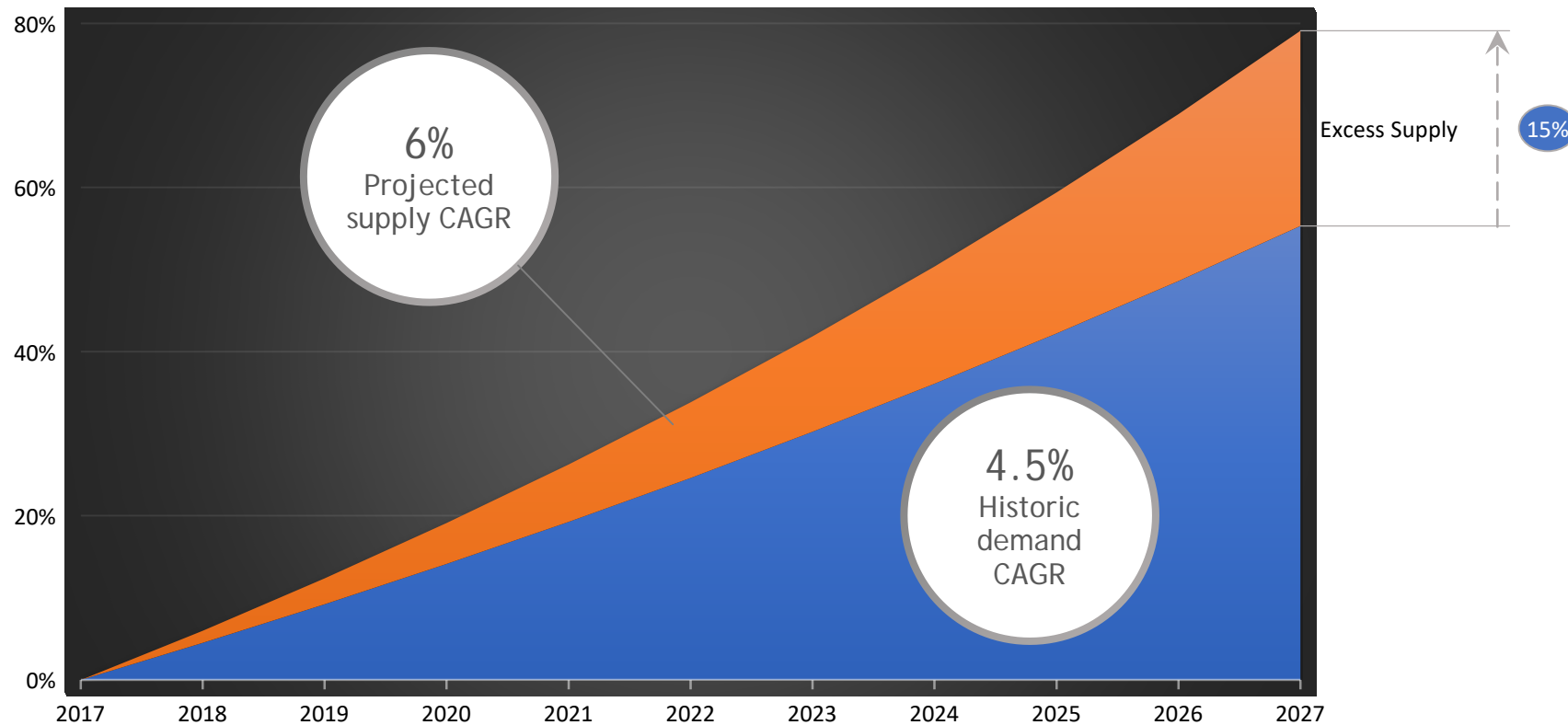
- Executive Director
 - Operations Manager
 - Director of Marketing and Compliance
 - Assistant Director of Marketing
 - Director of Industry Relations
 - Industry Relations Specialists

Context: At current rates, global pecan supply will exceed demand by 15% in ten years

Growth of global market supply and demand (steady-state forecast)

% of base value

Illustrative; excludes impact of price changes



Key Takeaways:

- 15% forecasted excess supply within 10 years
- Supply growing 33% faster than demand under current projections
- Conservative estimate of gap between supply and demand; 20% of global demand growth driven by Chinese market

Growing demand requires marketing to end consumer to generate pull throughout the entire value chain

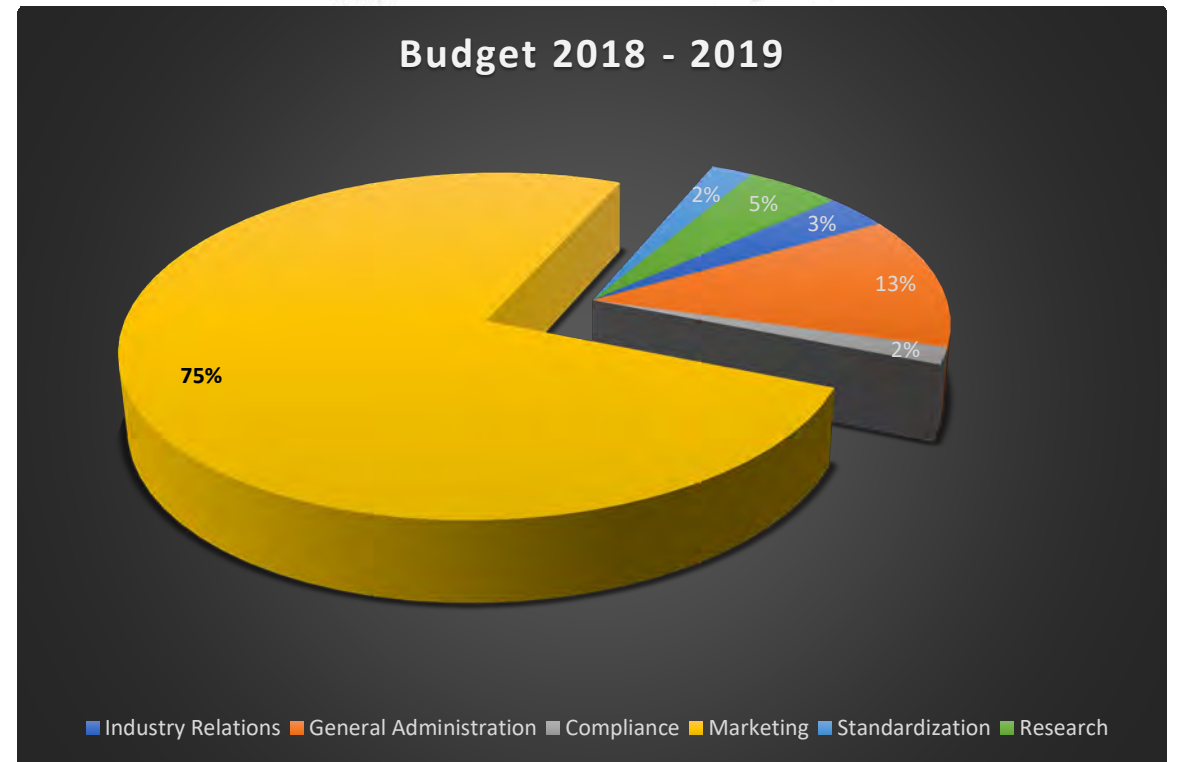
Pecan value chain



Our vision is to link what we promote to consumers' choice for **American Pecans** at point of sale

MARKETING & PROMOTION

- Marketing Activities
 - Weber Shandwick
 - Digital Magnet/I Heart Radio
 - Nielsen Data
 - Learfield
 - Eat Well Global
 - Health Research
 - Influencers
 - Chef's Summit





APC Marketing Update



- First Quarter Review





Marketing Strategy Recap for 19/20

Over 75¢ of each industry \$1 is invested in marketing.

REFOCUS:



- Public and Media Focus only
- Amplified Campaigns
- Healthy Snacking
- Reinvest Resources Elsewhere

REPURPOSE:



- Move Activities
- Inhouse
- Advertise Regionally
- Nutritional Alignment
- Regional Approach

REVIEW:



- Manage marketing through measurement
- Inhouse tools to check the checker
- Focus on TOMA, Impressions (digital views) and Lift

Reader's
Digest

This One Pie is All You Need at the Thanksgiving Table This Year!

BEST
PRODUCTS

THIS PIE IS AN ENTIRE THANKSGIVING MEAL IN ONE, SO THERE'S NO NEED TO COOK THIS YEAR

Dinner (and dessert) is served!

bake

American Pecan Council teams up with Four & Twenty Blackbirds for all-in-one Thanksgiving feast pie

msn

Why pecans might be America's next trending food

Medium

Your Holiday Meal Dreams Just Came True — Can you handle the Pecan ThanksEverything Pie?

Taste of Home
delish

This Gorgeous Pie Is Your Favorite Thanksgiving Dish in Each Slice

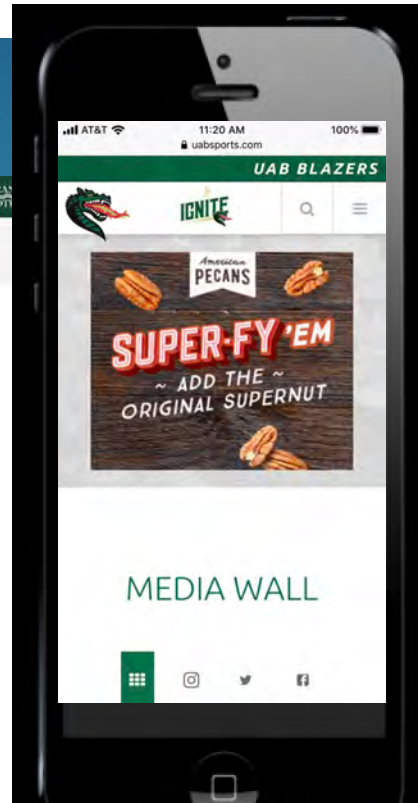
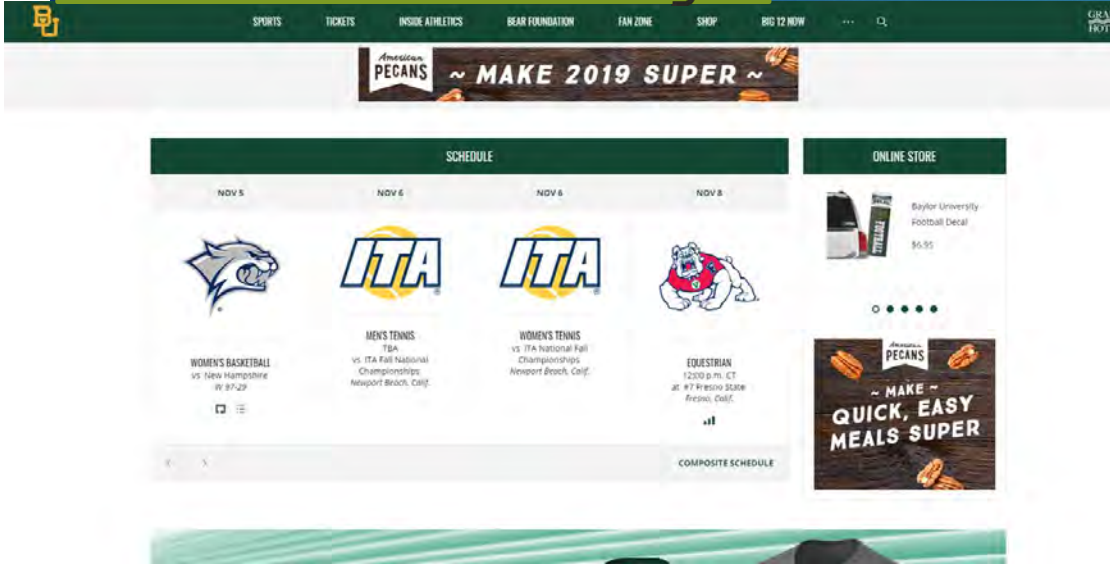
msn

*"The American Pecan Council, a new trade group, is harnessing this history, a sleek website with recipes from food influencers, and the nutritional benefits of pecans — anti-oxidants, fiber, protein, essential minerals, unsaturated fat — to make this nut **one of the country's next hot ingredients.**"*

American
PECANS
THE ORIGINAL SUPERNUT



ThanksEverything: Reviews Galore for our Highest Rated Campaign To-Date

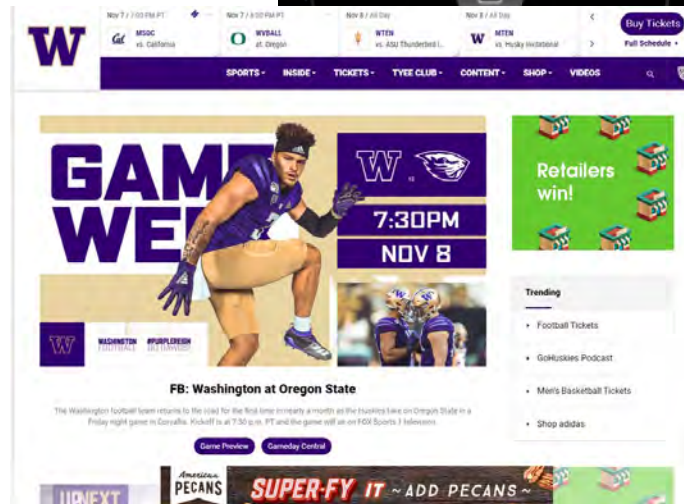
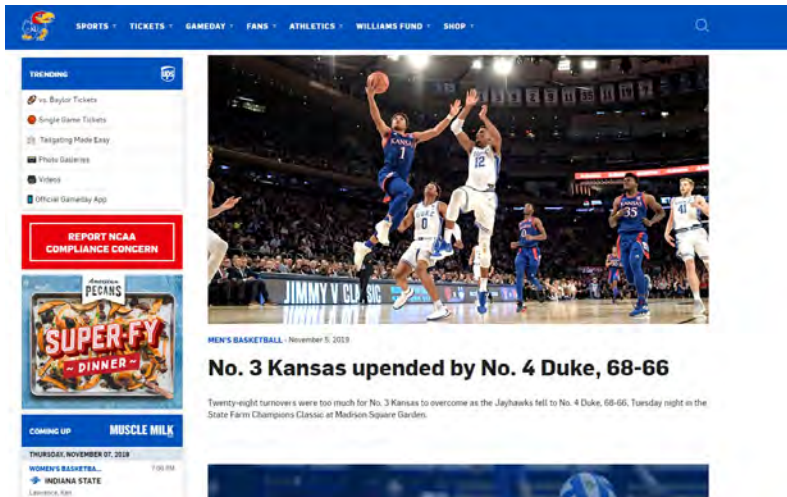


1st Quarter Digital Campaign

Targeted placement on NCAA athletic sites including powerhouse conferences SEC, ACC, Big 12 and the Pac 12.

- Guaranteed 16,000,000 digital views. 25-45 year old nutritionally conscious mothers with above average income

- Actual views totaled MORE than 25,000,000





Eat Well Global



eat right Academy of Nutrition and Dietetics

FNCE 2019

Food & Nutrition Conference & Expo™

Philadelphia, PA | October 26–29



Leslie J. Bonci, RD, CSSD,
Nutrition Consultant for
the Kansas City Chiefs



Dietetic Practice
Group (DPG)



Educational
Sessions



APC Nutrition Ambassador

Chef Abbie Gellman
MS RD CDN

Focus Areas:
Culinary training/education
to HPs, recipe development



Opportunity to bridge pecan's culinary application
with the pecans' sustainability story: "The more you can
say: 'tastes good,' good for the planet,' good for the
body' the better"



Sponsorship of Exercise
Educational Group
Focus Areas: High Energy,
Pecans provide Consistent
Energy with a Slow Burn rate.








Building a Network of
Pecan Influencers in the
Health & Nutrition Space

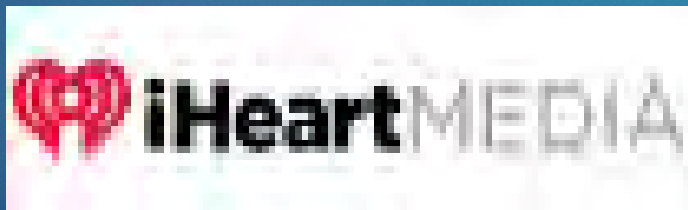
12+ Market Omni Channel Advertising Campaign



Atlanta/GA
Baltimore
Boston
Denver
DC
El Paso
Philadelphia
Portland
Salt Lake City
Seattle
Tucson
Tulsa



-  Broadcast Radio
-  Targeted Audio
-  Targeted Social Video
-  OTT TV Commercials
-  Targeted Digital Display



Over 4200 Radio Commercials
Over 2700 Television Commercials
Amplified Audio and Banner Ads

Omni Channel Advertising Creative



Amplified Targeted Display:



Social Influence:



OTT TV Commercial:



Targeted Audio:



:15 October Brand Message



:15 November Brand Message



:15 December Brand Message

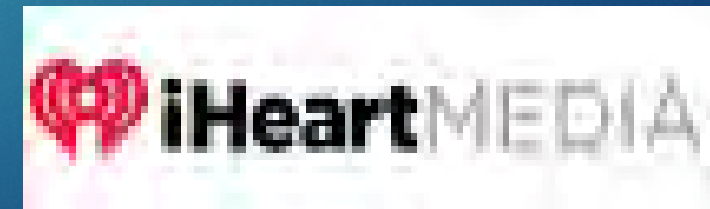


:15 January Brand Message



:05 Brand Message

Over 4200 Radio Commercials
Over 2700 Television Commercials
Amplified Audio and Banner Ads



Measuring Success utilizing 3rd Party Analytics



***DIGITAL
MAGNET***



**Marketing Management &
Measurement**

THE DELIVERY & ENGAGEMENT



113.9M Total Views Delivered

100% Delivery
With 2 months
left to go!



89k Total Clicks to APC Website from iHM Clickable Assets.

FROM 75 TO
over 700 visits
per day!



18.5k Total Web Sessions attributed to Radio



971k Total Social Post Engagements

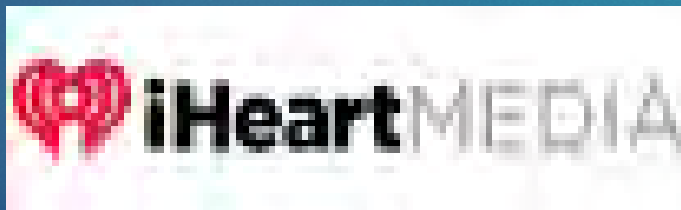
Supernut
Resonates with
Consumers.



87.8% Video Completion Rate

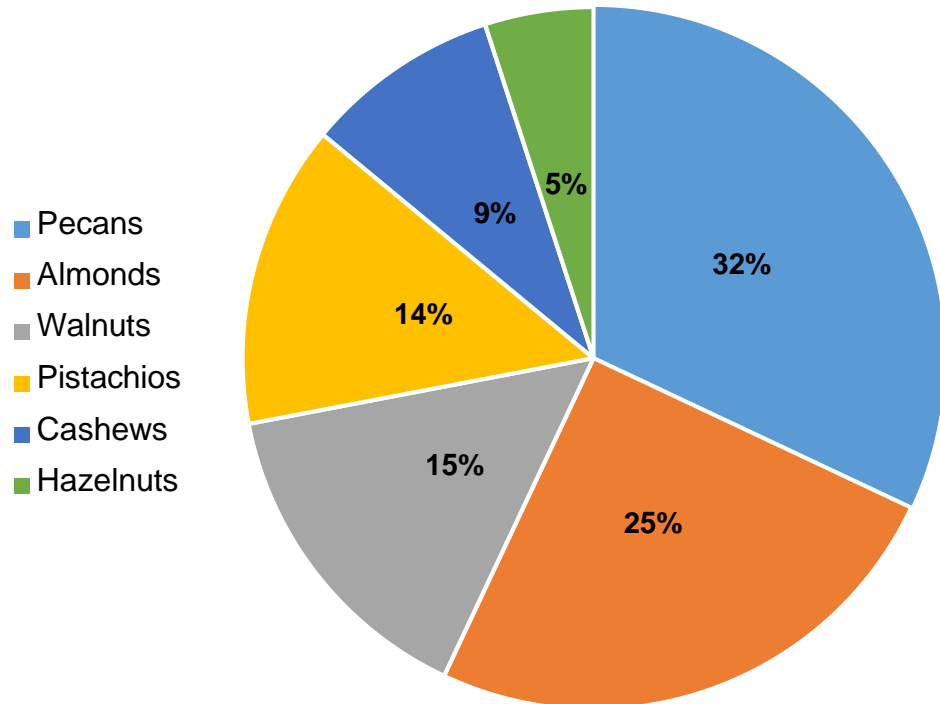


PLUS: 2,234 On-Air Units delivered as added value to your campaign as a THANK YOU for your partnership

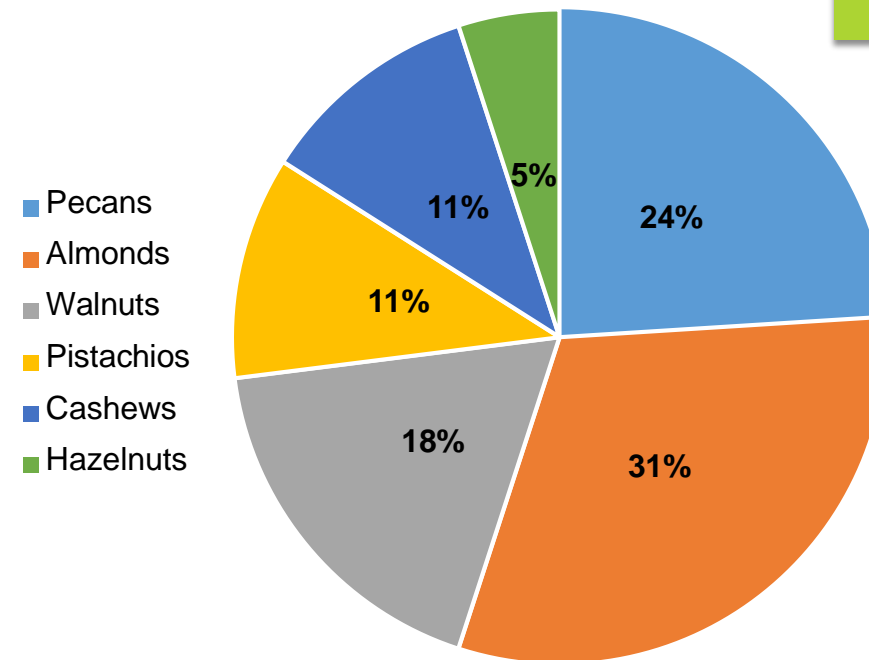


...and counting! With 2 flights remaining in our current campaign, to be deployed in February and March 2020.

November 2019



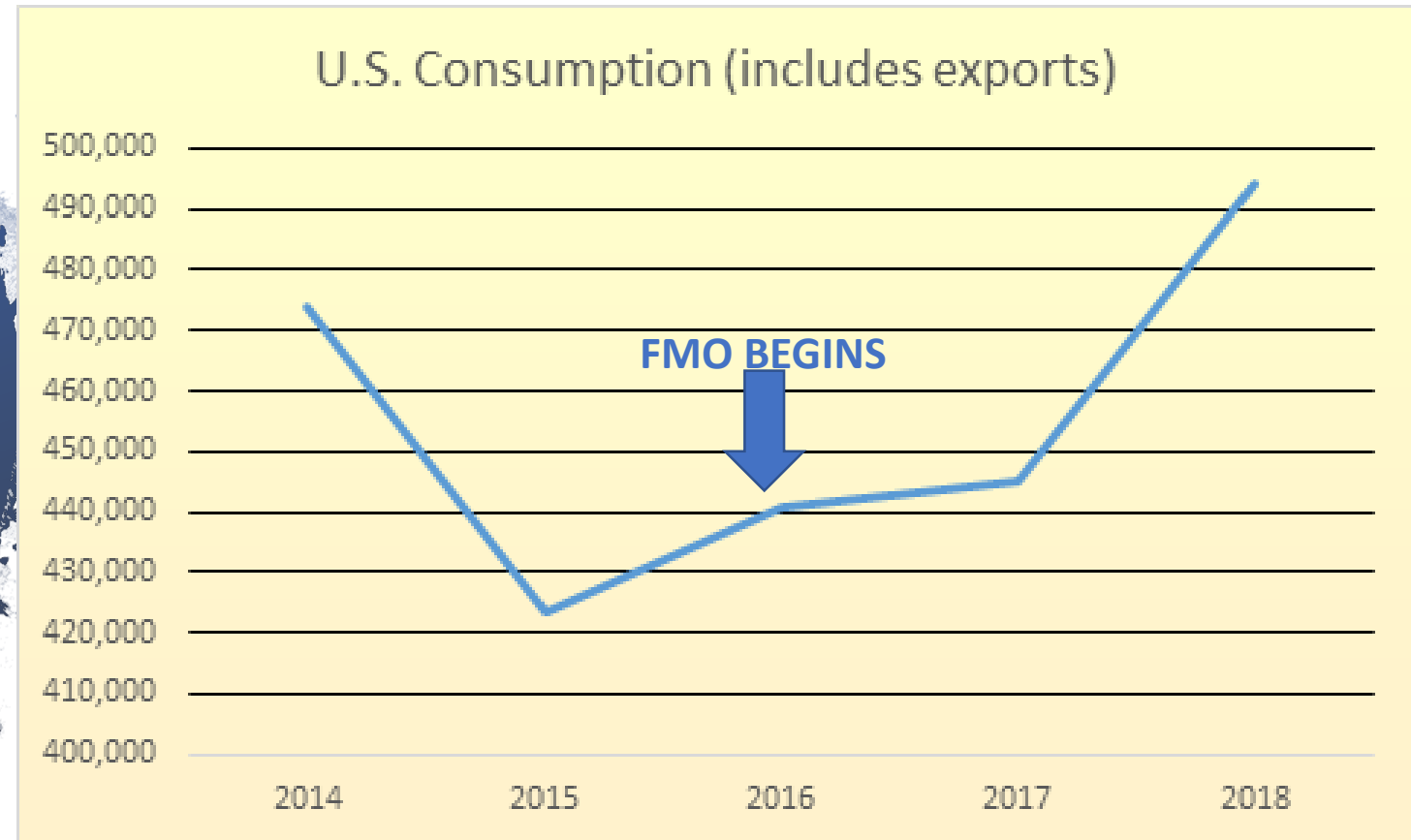
Q1 FY20 (Oct – Dec 2019)



Pecan Share of Voice

Last year we retained a 19% SOV
Over 200 Million Digital Views in the 1st Quarter Alone!

CONSUMPTION
SINCE THE
INCEPTION OF
FMO



MARKETING ACTIVITIES & RESULTS

ACTIVITIES

- 1) Consumption up 33.5% one year
- 2) Consumption since FMO up 12.5%
- 3) Awareness
- 4) 2019 – 2020 Exports Up
- 5) Pecans on Menus
- 6) Website Traffic
- 7) Total Views
- 8) Social Media Engagements

RESULTS

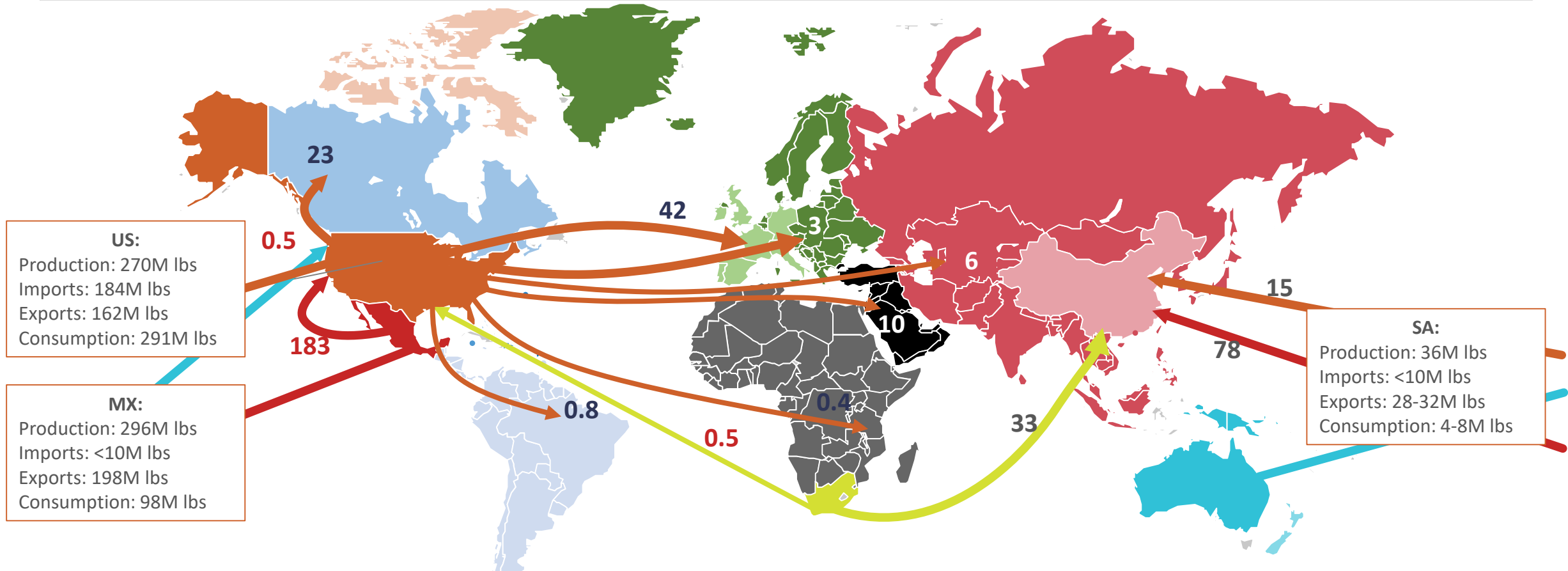


**SEEING POSITIVE
RESULTS FOR THE
INDUSTRY ON
ALL KEY METRICS**

18 MONTHS

Trade: Current global trade flows are mainly driven by US and Mexico...

Annual trade flows of pecans globally¹



As more global production online, boosting demand domestically and internationally becomes top priority; **Today's major exporters have an opportunity to shape future landscape**

1. Millions of pounds, in-shell basis; 2014-2017 average trade flows
Source: USDA FAS/GATS; USDA NASS/ERS; SIAP-SAGARPA; Comenuz; SAPPA; Industry Interviews; BCG Analysis

COORDINATING GLOBAL MARKET ACTIVITIES

ACTIVITIES

- Contributed \$2 million to USPGC for International Activities and staff
- Signed Unified Strategy for Future International Funding
- APC leading on MAP Activities
- Gathering Global Data
- International Nut Congress Panelists
- APC Being Recognized Internationally
- Research on Top Priority Markets for US
- Coordinating International Marketing Activities With Other US Organizations
- EMP for India
- Coordinating Activities with USPGC – China, SE Asia, Korea
- Leading Market Development in EU
- Data & Statistics on All Exports (and imports)

RESULTS

- 1) Clear Vision Clear Markets
 - 1) Limited Resources
 - 2) Targeted Markets
 - 3) Positive Results
- 2) Export Data
- 3) TOTAL 2019 – 2020 Exports 
- 4) EMP \$
- 5) Data on International Consumers

ESTABLISHING PECANS INTERNATIONAL MARKETS

NEXT UP

Industry Challenges

- Price
- Mexico
- China

APC SOLUTIONS

1. Continue to Promote, Market, Drive Demand, Increase Awareness
2. Look At Opportunities to Share Costs for Activities
3. Continue to Develop China Market; Develop Current and Top Markets Identified to Reduce The Reliance of China

THANK YOU



American
PECANS