



U.S. PECAN GROWERS COUNCIL

*“REPRESENTING THE PECAN GROWERS
OF THE UNITED STATES”*

WESTERN PECAN
GROWERS MEETING
LAS CRUCES, NM



The US Pecan Growers Council

- Represents the US Pecan Growers
- Everyone who is a member of a state or regional pecan grower organization is a member in the Council
- Speaks for the PECAN Growers as a unified Industry
- Supports the national and international education of pecan production, health and nutrition
- Provides a facility to obtain and secure federal grants to support the generic marketing and export of pecans (MAP, GBI)



US PECAN GROWERS COUNCIL



KEVIN IVEY
VICE-PRESIDENT
CLINT, TEXAS



RANDY HUDSON
PRESIDENT
HUDSON PECAN
OCILLA,
GEORGIA



BRAD ELLIS
2ND VICE-PRESIDENT
ELLIS BROTHERS
PECAN
VIENNA, GEORGIA



ANNUAL WASHINGTON FLY-IN



NATIONAL PECAN MARKETING ORDER





The US Pecan Growers Council

Serves As:

The Managing Entity

FOR

MAP (Market Access Program)

AND

GBI (Global Based Initiatives)



SIAL SHANGHAI, CHINA



World Food – Istanbul Turkey



GULF FOODS DUBAI, UAE



FOOD MALL PROMOTION INDIA



20 STORES IN NEW DELHI



International Food Exposition London, England



CHINA INTERNATIONAL TREE NUTS CONFERENCE GUANGZHOU, CHINA



PECAN PRODUCTION AND NUTRITION SEMINAR SEOUL, KOREA



Korea National Blogging Event on Pecan Nutrition



Pecan Production and Nutrition Seminar – Hong Kong



International Conference for Nutraceutical and Functional Foods Wuxi, China

Session 9
Tree Nuts, Peanuts and Flax in Health Promotion

Chair:

- **Ronald Pegg** (USA)
- **Guangwei Huang** (USA)

Speaker:

- **Bradley Bolling**
University of Wisconsin (USA)
- **Randy D. Hudson**
US Pecan Growers Council (USA)
- **Yi Gong**
The University of Georgia (USA)
- **Cesarettin Alasalvar**
Tubitak MAM Food Institute (Turkey)
- **Ronald B. Pegg**
The University of Georgia (USA)
- **Guangwei Huang**
Almond Board of California (USA)
- **Roberta Holt**
University of California (USA)
- **Kelley Fitzpatrick**
Flax Council of Canada (Canada)



International Tree Nut Conference Zhucheng, China



TOTAL INTERNATIONAL MARKETING

2015 BUDGET

- Federal Contributions
 - MAP \$600,000
 - GBI \$145,000
 - Total \$745,000
- Industry Match
 - \$303,950
- Percent Match
 - 41%
- TOTAL
 - **\$1,048,950**

2016 BUDGET

- Federal Contributions
 - MAP \$700,000
 - GBI \$180,000
 - Total \$880,000
- Industry Match
 - (\$350,000)
- Percent Match
 - 40%
- TOTAL
 - **\$1,220,000**



TOTAL BUDGET REQUEST

\$350,000

Grower Contributions

\$1,220,000

International Marketing

**With approximately 300 million
pounds of US Pecans produced this
would represent an expense of \$0.0035
per pound**



PROGRAMS DEPEND ON GROWER

MATCHING MONIES FROM ASSOCIATIONS

- Southeastern Pecan Growers \$7,500
- Western Pecan Growers \$60,000
- Georgia Pecan Commodity Commission \$100,000
- Georgia Pecan Growers Association \$20,000
- Texas Pecan Growers Association \$20,000
- Texas Pecan Board \$20,000
- Louisiana Pecan Growers Association \$3,000
- Oklahoma Pecan Growers Association \$1,800
- Alabama Growers Association \$2,500
- New Mexico Growers Association \$40,000
- Mississippi Pecan Growers Association \$1,000
- South Carolina Pecan Growers \$150



Additional Contributions From Processors and Handlers

- National Pecan Shellers Association \$6,000
- Easterlin Pecan Company \$6,000
- Green Valley Pecan Company \$5,000
- Young Pecan Company \$5,000
- Navarro Pecan Company \$5,000
- NYM Marketing Corporation \$1,000





**TOTAL INCREASE
REQUEST**

\$46,050

15% INCREASE



US EXPORTS OF PECANS

	<u>2011</u>	<u>2015</u>	<u>% INCREASE</u>
• INSHELL	73,513,000	106,642,800	45
• SHELLED	30,907,800	42,647,000	38

**THE US PECAN GROWERS COUNCIL
EXPORT MARKETING PROGRAM (MAP)
BEGAN IN 2010 – CANADA (\$100,000)**



Support The US Pecan Identity



**KEVIN IVEY, VICE PRESIDENT
CLINT, TEXAS**

**WESTERN PECAN GROWERS
PRESIDENT**



Kevin Ivey.mp4

