

# Georgia Pecan Commission Update

# Commission Members

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- Roy Goodson
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# Research Projects

- Management Strategies – Dr. Lenny Wells
  - Hedging studies
  - Reducing input cost studies
- New pecan cultivars – Dr. Patrick Conner
  - Development and testing
- Irrigation and water use – Dr. Wells and Leclerc
  - Adapting a Southwest model for Georgia

# Research Projects

- Improving insect management- Dr. Acebes and Dr. Cottrell
  - Tree hedging impacts on pest management
  - Mating disruption of shuckworm and casebearer
- Health benefits- Dr. Pegg and Dr. Cooper
  - Ability to lower cholesterol
  - Antioxidant benefits

# Promotion

- WSB – Terri Hope
  - Development of 30 sec and 15 sec spots-video
  - Social media campaign
- GPGA – Samantha McLeod
  - Representation at PMA and GFB conference

# Marketing Opportunities

- eCommerce China
  - Partnership with GPGA
  - 3 participating companies
  - Sold out quickly on initial attempt
- Grower owned pecan shelling co-op
  - Partnered with Center for Rural Economic Development headed by Dr. David Bridges
  - In beginning stages now