

The Pecan Grower

OFFICIAL PUBLICATION OF THE GEORGIA PECAN GROWERS ASSOCIATION

**Elaine Lanier:
Continuing a
Legacy
see page 62**



**Celebrating
AMERICAN HEART MONTH**

**How YOU can register
YOUR pecans to be
Certified Heart Healthy!
see page 32**

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CONT

ANNUAL CONFERENCE *update*

We would normally see you all in March for our Annual Conference, but out of an abundance of caution, we will plan our meeting for later in Spring or early Summer. You can expect a virtual option for those of you who continue to shelter in place as a Covid precaution or who prefer this method. We are, however, moving forward with planning in-person events as well. We expect to continue meeting while utilizing all safety recommendations.

Dates, time and location of our Annual Conference are still being determined, pending Covid-19 regulations. We are prioritizing spacing and ventilation for the safety of our attendees, exhibitors and staff as we further consider locations.

GPGA will publicize our decisions through multiple methods — including The Pecan Grower magazine & The Pecan Grower e-Newsletter, GPGA social media platforms, *georgiapecan.org* and traditional mailing through USPS. Thank you for your patience and support during this time as we move to navigate through these unprecedented times.

CELEBRATE *American Heart Month*



Throughout the month of February, GPGA will be celebrating American Heart Month by posting heart-healthy recipes and pecan facts on social media. This month is a perfect time to promote the health benefits and nutritional powerhouse that we know and love as Georgia pecans. Check us out on Facebook and Instagram and reshare the love!

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FOR THE LAST 6 YEARS, ELAINE LANIER HAS KEPT SIDNEY LANIER FARMS RUNNING AFTER HER HUSBAND'S DEATH. FOR THE FULL STORY SEE PAGE 62.

ELAINE IN THE ORCHARD
PHOTOGRAPHED
BY ANDREW MCBRAYER, GPGA



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The McLeod Family

Greetings!

This edition of *The Pecan Grower* was truly a labor of love on behalf of the GPGA team. Our office welcomed 2021 by being hit hard with the Covid-19 virus. Your patience and support has been greatly appreciated as we navigate this time. We know that many of you have first-hand experience with the virus and with operating your farms and businesses on a skeleton crew.

With that being said, the time for GPGA's 56th Annual Conference and Trade Show is quickly approaching- as we traditionally hold this event in March each year. We are moving forward with plans for a Spring show, but with the idea that the Conference may look and function differently than in the past. If a face-to-face event is viable, GPGA will be announcing the dates and location in the most timely manner possible to accommodate travel. We have been able to use Tifton and Perry as locations in the past, so these would be the most natural and cohesive venues to utilize again. However, as of this Publication, we do not have those plans finalized due to the changing nature of Covid-19 restrictions.

We do want to emphasize that, **if you are comfortable on a virtual platform, there will be several opportunities for your businesses to participate in Virtual Tradeshows throughout this year for international marketing of your pecans.** To learn more, please contact us about these upcoming events. GPGA partners with the Georgia Department of Agriculture and Georgia Grown to make these events possible for Georgia commodities to promote their products even during the trials of a global pandemic. We are also working with these same partners for inbound trade missions to occur in the Fall of 2021 that will bring international buyers directly to our pecan growers. If you are not already receiving our e-Newsletter, please sign up through our website or contact our office. The e-Newsletter is the quickest way that GPGA can communicate on a large-scale basis to our members when time-sensitive events arise.

At GPGA, we look forward to working with our members and growers this year and we encourage you to reach out to us for assistance, updates, and support!

Regards,
Samantha 🍪



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EXPERT ADVICE

with Dr. Lenny Wells

Extension Horticulturist, University of Georgia

Improving Your Net Pecan Income

(Part 1): Reducing Fertilizer Inputs Without Negative Effects on Tree Health, Yield or Quality

If you weren't aware of the economic realities facing the Southeastern U.S. pecan industry prior to the 2020 harvest season, you are now. Things could take a turn for the better and hopefully they will at some point, but for now, I think it would be wise to plan for similar prices in 2021. Therefore, the main concern on every pecan grower's mind should be how to grow a crop for less money than you have been growing it in the past.

How do you grow a good crop of quality pecans for less money and still maintain your orchards in good condition? I've been thinking about this dilemma for a long time - since before growers got into the mess we're in now. I've talked about it and written about it some in the past and so I have some additional thoughts to share on the matter.

The main thing to realize here is the answer to this question won't be the same for everybody. It is conditional and varied.

Do you have a 30 acre 'Excel' orchard? The answer will be much simpler for you than for a higher number of growers out there who have a mixed orchard of Stuart, Schley and Desirable. Have a young 'Pawnee' orchard? You'll have to spray it more than you will that block of 'Oconee' or 'Sumner'. Growing 'Cape Fear' in Fort Valley? 'Elliot' in Waycross? One hundred acres of 'Desirable' in Albany? There will be different strategies for these situations.

The good news is that we can grow pecans --almost all of the varieties we grow in the Southeast --for less money than we have been growing them. You may think there is nothing else you can do to increase your profit margin, but I believe you can. It is all too much to cover in one article so I am going to break this topic up into a series of articles focusing on fertilization in this article and spray programs in a later article as the spray season approaches.

As we all know prices for fertilizer, chemicals, equipment, etc. have increased along with pecan prices over the last 10 years or so. Once these

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inputs go up they usually stay up regardless of whether or not pecan prices go down. It was easy for some growers to throw money around and over-do it with inputs like fertilizer while pecan prices were high. However, now that prices have fallen, it's simply good business to make your operation as efficient as possible. **I can save some of you \$75-\$85 per acre in your cost of production right off the top with no loss of yield or quality, if you'll trust me on this. I know this for a fact because its supported by the scientific literature and I do this myself in my own orchards.**

Some practices employed by growers may slightly enhance yield and many don't at all; However, the real question is -- do these small increases have any economic significance when weighed against their cost? Having the knowledge to know where you can trim the fat is a powerful tool and should not be based on what your neighbor is doing or on how you've handled it in the past. The only way to give the trees what they actually need without wasting your money or depriving the trees of resources is to base your inputs on what has been proven by scientific research.

As a pecan scientist, I spend a lot of time reading the scientific literature on pecans going back to work conducted in the early 1900's. The research used by many others through the years -- along with the work I've done more recently -- has led me to believe that there is a lot of wasted money and needless inputs placed into growing pecans and that growing pecans could be done

much more efficiently.

One of the biggest areas in which you can potentially save money in your pecan operation is on fertilizer. I'm not only referring to Nitrogen, but Phosphorous, Potassium, Zinc, and I'll lump Lime in as well. I want to emphasize here that **I am not telling you to skimp or cut corners.** I am just telling you how to eliminate some things you may

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not need. In order to use this practice, you will need a current soil sample and a leaf sample from last year. Without those two things, you will not know if you can implement what I am suggesting here or not. Bear in mind that soil pH and the nutrients I just discussed can fluctuate more readily on sandier soils. On such sites you will need to monitor leaf and soil samples more closely.

Let's begin our discussion with Nitrogen and specifically the correct rate to apply. You need Nitrogen every year and how much you need is dependent upon crop load. Pecan trees should be fertilized with between 75-125 lbs N per acre annually.

I have seen rates of 50 lbs-350 lbs N applied to pecans; However, if you examine the scientific literature on pecan fertilization, you will find that **there has never been a replicated study in the SE United States that showed any benefit whatsoever to applying more than 125 lbs N per acre to a managed pecan orchard.** Most studies show that 100 lbs per acre is the maximum you should apply. If you apply more than 125 lbs N per acre to managed pecan trees you are wasting money. In fact, high N rates do more harm than good by leading to poor quality, more severe alternate bearing, nutrient imbalances and low soil pH.

2021 is expected to be an "off" year in general following the bumper crop of 2020. Therefore, I would recommend splitting your N applications. Splitting the application allows you to give the trees a base amount in the spring. Then, if the crop load is there to warrant more, you can make additional ap-

plications. Conversely, if the crop load is not there, you can hold back on later N applications.

Fertigation is a very efficient and cost-effective method of applying N. If you fertigate mature trees with N (which I feel is the best method of fertilization), then make 3 applications about 10 days apart beginning in April, another application in June if the crop load warrants, and a third application in late

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August with a heavy crop. Do not apply more than 25 lbs per acre per injection. If you only make the first 3 applications in the spring then that amounts to 75 lbs/acre. If you use all 5, then that's 125 lbs/acre.

If you are using a dry fertilizer, broadcast the material toward the tree rows and focus as much of the fertilizer as possible in the herbicide strips. This method places the fertilizer where it is most efficiently used and allows you to use less fertilizer. I've talked about this method a lot in the past, but I will re-hash it here:

For example if you have a 100 acre orchard with 50 feet between the rows and your spreader throws 15 ft, you only need to fertilize 30% of the orchard ($15/50 = 0.30$). So instead of fertilizing 100 acres at 125 lbs per acre you are fertilizing 30 acres at 125 lbs per acre. This rate is a savings of roughly \$88 per acre. That's a huge savings with no loss of yield, leaf N, size, or quality. I have 6 years' worth of data to back this up.

Again, these applications should be split so that

you apply 50-75% of the potential full rate in April. If crop load warrants additional N, make subsequent applications in June and August. Late season applications can also be eliminated with a good stand of clover 3 years following establishment or poultry litter application in Feb/March. The nitrogen from both sources is most available late in the season.

Another practice that can save growers money is to apply lime, P, K, and Zn to the soil only as needed. Most commercially managed mature orchard soils have a pH of 6-6.5, and soil P, K, and Zn levels in the medium or high range. If you have good soil levels and low leaf concentrations of these nutrients, the problem is uptake and you won't fix that with more broadcast applications. In these cases, no maintenance application will be required on a regular basis. I'll share with you what to do in those situations shortly. The key to knowing when you can and can't lay off these applications is to routinely take leaf and soil samples.

High N rates can lower pH in upper soil layers (2-3") in the short term. Lime applied to surface

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raises soil pH in the upper 2-3" only. Once soil pH reaches 6-6.5 below the surface layer, it tends to remain there for a long time. There is actually NO research-based evidence for increased yield and growth of mature pecan trees with lime application (Hunter and Hammar, 1947; Johnson and Hagler, 1955; Hagler et al. 1957; Brooks, 1964; Hunter, 1965; Worley et al. 1972). Excessive liming can lead to Zn deficiency, mouse ear, and problems with K uptake. While young, orchards, particularly on new ground, should be limed for the first 2 or 3 years until the appropriate pH is maintained.

Soil pH is always lower in the herbicide strip than in the middles, especially if you have been fertilizing primarily in the strip. If this is the case you may want to lime only toward the strip just as you do with fertilizer. The organic matter of the grass and leaf and shuck debris helps to buffer the pH in the middles. In conversations I had with Bruce Wood a few years ago he suggested that the lower pH in the strip is not necessarily a bad thing because it makes your micronutrients like Zn more available than in the higher pH of the middles. So, base your lime application on the following thresholds:

Once soil pH is between 6.0-6.5, lime should be applied to mature orchards only every 3rd year at most on SE Coastal Plain soils or only when soil pH falls below 6.0. This will save about \$27 per acre.

There is also no benefit to annual maintenance broadcast applications of P to pecans in

most managed orchards. P is relatively immobile and accumulates on the soil surface in non-tilled soils. A 1000 lb/acre pecan crop removes only 1.6 lbs P per acre. Research shows that yield response to broadcast application of P on mature pecan is extremely rare (Alben and Hammar, 1939; Worley and Harmon, 1964; Sullivan, 1974; Worley, 1974; Sparks 1988; Smith 1991). One study (Sparks, 1988) even showed that rates of >13,000 lbs P/acre only slightly increased nut size.

If soil P is less than 30 lbs per acre, broadcast P (usually at a rate of 40 lbs P/acre).

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If soil P is more than 30 lbs/acre and leaf P < 0.12, make a narrow band application of P over the drip emitters or in the wet zone of your irrigation.

Otherwise you don't need to make an application of P. This will save approximately \$18/acre.

Yield response to broadcast applications of K on mature orchards is extremely rare as well (Hunter and Hammar, 1947; Hunter and Hammar, 1948; Sharpe et al. 1950; Sharpe et al., 1952; Hunter, 1956; Gammon and Sharpe, 1959; Hunter and Hammar, 1961; Worley, 1974; Worley, 1994). A 1000 lb/acre pecan crop removes only 2.3 lbs K per acre. 70% of the total nutrient content of the fruit is returned to the soil in shucks (Sparks, 1975). Therefore, there is no real benefit to annual maintenance broadcast applications of K in most mature managed orchards once the appropriate soil level is reached. **If soil K drops below 100 lbs/acre: broadcast K.**

Optimal leaf K levels are dependent on N levels. You need to keep leaf N:K ratios at 2:1-2.5:1, but broadcast applications rarely increase leaf K.

If soil K is more than 100 lbs/acre and leaf K is less than 1.1, band K as described for P above.

If soil K is more than 100 lbs N and leaf K is 1.1 or more, no K is needed. This saves approximately \$19 per acre.

Most Coastal Plain soils not planted to pecan are very low in Zn so that young orchards really need more soil Zn applications than mature orchards, which are often high in Zn levels. I recommend applying 5-10 lbs Zn per acre to newly planted orchards for the first 3-5 years. Zn is immobile in soil so once the appropriate level is reached it tends to stay there a long time. For mature orchards:

Broadcast Zinc Sulfate when soil Zn is <15 lbs/acre.

If your soil levels are 15 lbs per acre or more but you see visible symptoms of Zinc deficiency or leaf Zn concentrations are below 50 ppm, inject Zn EDTA through the irrigation system.

I will do a separate article in the upcoming months about the Zn EDTA treatment. This method

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is an expensive treatment so it should only be used under the scenario I described above. Though expensive, it is not as expensive as having severe Zn deficiency in the orchard and it is very effective when needed. Elimination of soil-applied Zn when soil and leaf levels indicate no need can save \$10-\$20/acre.

So, if you add all this up, following these guidelines can save you as much as \$85 per acre just on fertilizer with no ill effects at all. If I told you I had some snake oil that would guarantee you an additional \$85 per acre, I am certain most of you would use it because I see many growers using concoctions that do far less. So, pretend I am bottling and selling this advice.

The time has come in our industry where we have to begin looking at the bottom line and not solely at the yields produced. Make sure the inputs you apply can pay for themselves and be backed up by scientific evidence.

Again, following these guidelines is not a form of cutting corners or skimping. It is simply using the information and knowledge available to make your operation more efficient. I have other ideas to suggest in a later article I will write concerning fungicide programs and spray materials. The fertilizer information in the article you just read will be suitable for all varieties; However, it is the scab programs that will need to change from one variety to the next and from one orchard to the next. 2021 is likely to be an off year to some extent and if prices are no better than they were in 2020 and we have a lower volume of nuts, it's going to hurt--- a lot. So, use your head when considering all inputs. 🌰

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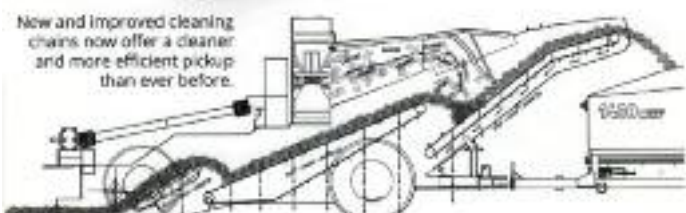


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Washington Report National Pecan Federation

By Robert L. Redding, Jr., The Redding Firm

Pecan Promotion Order Finalized

The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) published in the Federal Register the final regulation establishing the Pecan Promotion, Research, and Information Order. According to AMS:

This rule establishes the Pecan, Promotion, Research, and Information Order (7 CFR part

1223) (Order). The purpose of the program is to strengthen the position of pecans in the marketplace, maintain and expand markets for pecans, and develop new uses for pecans. The proposal was submitted to USDA by the National Pecan Federation (NPF), an organization representing pecan growers and shellers across the United States whose mission is to promote, protect, and improve business conditions for the pecan industry. The program will be financed by an assessment on producers and importers and will be administered by a board of industry members selected by the Secretary...

A referendum will be conducted among producers and importers to determine if pecan producers and importers favor the continuation of the program three years after the collection of assessment begins.

There are no new assessments on U.S. growers. The effective date of the new Research & Promotion Program is February 12, 2021.

The National Pecan Federation (NPF) worked

Continued on Page 17, See Report

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Report, Continued from Page 16

with an advisory team and the USDA to establish the new Program. Advisory Team members included:

Paul Quiros
Dwight Davis
Mike Adams
David Salopek
Bob Redding

NPF received input from pecan industry organizations prior to the proposal being submitted to USDA which was followed by a formal public comment period requested by USDA. The final regulation can be found at:

<https://www.federalregister.gov/documents/2021/01/13/2021-00328/pecan-promotion-research-and-information-order>

New Stimulus Package Moves to Implementation Phase

Federal Pecan Research Funding Finalized

In the closing days of the 116th Congress, the sixth COVID-19 Economic Stimulus passed the Congress and was signed by President Trump. The legislation contained a second Paycheck Protection

Program as well as a third Coronavirus Food Assistance Program (CFAP). CFAP 3.0 implementation will be conducted by the new Biden Administration.

Also at the end of 2020, Congress passed the Fiscal Year 2021 Appropriations bills including the Agriculture, Rural Development, Food and Drug Administration and Related Agencies bill. The legislation contained two major initiatives for the pecan industry:

- Pecan Processing - \$1.5 million
- Pecan Breeding Research - \$1.5 million

Both of these projects are through the USDA's Agricultural Research Service. The University of Georgia's College of Agricultural and Environmental Sciences and College of Engineering are working on the Pecan Processing Project. Agriculture Appropriations Subcommittee Chairman Sanford Bishop (D-GA) worked with pecan growers and shellers on the projects.

Crop Insurance Update

The NPF continues efforts to advance pecan crop insurance for growers. In addition to recent Risk

Continued on Page 18, See Report



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Tree Bark Protector



Report, Continued from Page 17

Management Agency (RMA) changes in pecan production insurance that should improve the products for growers, a team of growers and crop insurance agents met with tree loss insurers to discuss how tree loss insurance might be more effective for growers. USDA's Risk Management Agency (RMS) has been working with the NPF and crop insurers on issues of concern.

Capitol Hill and Administration Changes

U.S. Congressman David Scott (D-GA) is the new Chairman of the House Agriculture Committee and plans hearings soon on trade, climate, crop insurance, minority farmer concerns and other important issues.

Georgia's two new U.S. senators have not received committee assignments as of this writing. Senators Raphael Warnock (D-GA) and Jon Ossoff (D-GA) have been sworn in and committee assignments should be made soon.

U.S. Secretary of Agriculture nominee Tom Vilsack's nomination hearing should be held soon and a quick approval on the Senate floor is likely. President Biden continues to appoint additional slots at USDA to assure that important policy areas are addressed including rural development, federal feeding programs, CFAP 3.0, climate related programs, etc.

U.S. Trade Representative Nominee Katherine Tai's nomination hearing has not been scheduled to date.

PECAN PAC Participation

Pecan growers are encouraged to participate in the PECAN Political Action Committee (PECAN PAC). PECAN PAC is the pecan industry's PAC. Contributions must be from an individual, partnership or LLC and are limited to \$5000 per individual. PECAN PAC is a critical part of the success of the Pecan Industry's advocacy program. If you have not contributed to PECAN PAC, please send a contribution to:

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Asking For Your Support

By Jeb Barrow, Chairman, National Pecan Federation

Dear Pecan Growers & Supporters:

This letter is to ask for your support of the pecan industry by contributing to PECAN PAC. The following pages in this issue (page 22-23) summarizes the National Pecan Federation and associated Political Action Committee, why they exist, and what they do. Were it an ordinary year, I would be making the case at the various grower meetings, but that is not possible, so this letter will have to serve.

In the last several years, U.S. pecan growers have suffered through hurricanes, tariffs, COVID, and depressed prices, but, offsetting those challenges, we have benefited from unprecedented financial support through various Federal programs. How did that happen? What you may not know is that the unparalleled support was the direct result of Redding Firm's efforts, working for and at the direction of the NPF. Sometimes the effort involved collaboration with other specialty crop groups, APC, or, in the case of the hurricane block grant, the Georgia Depart-

ment of Agriculture, but it was the NPF and Redding Firm, supported by PECAN PAC, that got it done.

A well-funded PAC is vital to successful Washington advocacy. It is the tool Redding Firm needs to work effectively. PECAN PAC has been in operation for two years, and in the first year, 2019, we met our funding target. This year, because of the cancellation of so many conferences, we are way behind and need your help. I understand this is a tough year, but consider your operation and the support it has received, whether tariff mitigation payments, hurricane block grant, or COVID relief, understanding that it was all the result of the efforts of the NPF supported by PECAN PAC. I expect you will conclude the PECAN PAC is worthy of your support.

Thank you for your consideration,
 Jeb Barrow
 Chairman
 National Pecan Federation 🌰



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What You Need To Know About PECAN PAC

By *Jeb Barrow, Chairman, NPF*

Why do we need the NPF/PECAN PAC?

Once pecan was an American industry with domestic production, markets, and little government involvement. Today, pecan production and marketing are global, and government policies, both U. S. and foreign, play a large and growing role: tariffs, trade barriers, insurance, food safety regulations, disaster legislation, etc. The NPF advocates and lobbies for the industry. Washington advocacy is work APC cannot do since it is prohibited by law from lobbying.

How was NPF organized?

Recognizing the impact government policy now has, GPGA, TPGA, WPGA, SEPGA, OPGA, and the NPSA, joined forces to organize the NPF two years ago.

How is NPF funded?

NPF funding is from dues paid by the founding member associations.

What does NPF do?

The NPF advocates for the pecan industry using the services of Redding Firm. Advocacy can take various forms and often begins with the education of key people

about the industry's concerns, and, depending on the issue, might involve partnering with other specialty crop producers, working with state departments of agriculture, or with other industry participants. What it all has in common is Redding Firm's knowledge of and access to key people in Washington, DC, whether elected, appointed, or career.

What role does PECAN PAC play?

A fact of life in Washington is that elected officials have to raise funds for political campaigns. For an ag interest group, like the pecan industry, to have access to key elected officials, it must have the capacity to make campaign contributions. A well-funded PAC is indispensable.

Can PAC funding come from the associations or APC?

No. PAC funding by law can only come from individual, partnership, or LLC contributions and is limited to \$5,000 per year.

What has NPF/PECAN PAC accomplished?

1. \$146 per acre tariff mitigation paid to growers

Continued on Page 23, See PAC

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PAC, Continued from Page 21

- 2. Millions paid to growers to offset hurricane damage
- 3. Research and Promotion authority proposal now under consideration by USDA to assess imported pecans expected to generate \$4,000,000 in additional marketing and research funding.
- 4. \$1,500,000 funding for cracking and pasteurization research
- 5. \$1,500,000 funding for pecan breeding research
- 6. Pecan Crop Insurance reforms.
- 7. Participation in COVID-19 economic stimulus programs.
- 8. USDA pecan purchases

What are NPF/PECAN PAC's current priorities?

- 1. Lowering India tariffs on U.S. exports to India
- 2. Improvements to Federal Pecan Crop Insurance and Tree Loss Insurance
- 3. Processing and breeding research funding.

To have a successful advocacy program, the pecan industry must have a political action committee. Please send contributions to:

PECAN PAC
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Foreign Chefs Learn About Georgia Pecans During Virtual Event

Submitted by Marianna Chapman, COO EATYALL and Compiled by Samantha McLeod, Editor The Pecan Grower Magazine

In December, EATYALL hosted two virtual chef outreach events to increase awareness about the benefits of Georgia Grown Pecans to chefs in India and Taiwan. All told, 24 chefs attended, and most attendees have requested additional information regarding Georgia Pecans.

EATYALL was commissioned to host the events thanks to a partnership with the Southern United States Trade Association (SUSTA), Georgia Department of Agriculture and the Georgia Pecan Growers Association. Georgia Pecans were highlighted alongside three other products from Texas including grapefruit, peanuts and dried beans.

Attendees joined with Zoom and watched a short video about Georgia pecan harvest and processing, then learned about the superior health, safety and flavor of Georgia pecans. Attendees watched as Chef Andy Chapman, CEO of EATYALL, shared several inspirational menu ideas featuring Georgia Pecans including a breakfast version of Pecan Waffles with candied pecans on top, an entree version of Pecan Waffles with pecan crusted chicken, spicy pecans on a salad and more. He also shared the various pecan products available including various sizing of shelled halves, pieces, and pecan meal or flour and pecan oil.

Attendees commented in particular on the ous-



Virtual Trade Missions educating Taiwanese chefs (above) and Indian chefs (below) about Georgia pecans nutritional value and versatility with a featured cooking demonstration to bring it all together.



tanding health benefits and the versatile use possibilities of Georgia Pecans. They also encouraged ongoing education in their markets, reinforcing previous market research that showed great potential for Georgia Pecans in both India and Taiwan.

Pecan samples are being delivered to all participants, so they can begin testing menu ideas. An ongoing digital chat group provides a platform to nurture these relationships in an ongoing way.

These virtual events were intended to be an “appetizer” for an inbound delegation of high value chef prospects to visit Georgia in 2021 as part of the same partnership with SUSTA, Georgia Department of Agriculture and Georgia Pecan Growers Association with the goal of having Georgia Pecans added to menus across Taiwan and India in the coming months and years.

To learn more about EATYALL, visit EATYALL.com. 🍪

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EATYALL Podcast Features Georgia Pecans

*Submitted by Marianna Chapman, COO EATYALL
and Compiled by Samantha McLeod, Editor, The Pecan Grower Magazine*



Episode 36 of the EATYALL Podcast put the spotlight on Georgia Pecans in their first episode of 2021. The EATYALL Podcast targets chefs and consumers who are committed to thoughtfully sourcing better ingredients. For this episode, Podcast Host Andy Chapman welcomed Chef Robbie Nicholaisen, Executive Chef at The Hound in Auburn, Alabama as his Guest Host. The episode was recorded in Hawkinsville, Georgia with Georgia pecan grower R.G. Lamar as guest representing Georgia Pecans.

Earlier in the day, the group had toured pecan cleaning and sorting operations as well as various phases of harvest at various orchards managed by Lamar Pecan Company. The podcast explores a wide range of topics related to Georgia Grown pecans including harvest, storage and the industry as a whole. They discussed different varieties and pecan sizing including the new Georgia Grand sizing category, as well as product options available to chefs like shelled halves, pieces, oil and flour.

Of course, no discussion is complete without discussing the health benefits of pecans and the supe-

rior flavor and quality of Georgia Pecans. They even discussed how to cook pecans in a microwave and the ups and downs of pecan farm management.

You'll want to listen to hear the unique questions and perspective of the chef after his first visit to a pecan farm - and the famous EATYALL lightning round.

Search for the EATYALL Podcast wherever you listen to podcasts, including iTunes, Spotify, Stitcher, TuneIn Radio and more. The podcast is also available on the EATYALL YouTube channel at youtube.com/letseatyall. 🍪

Pictured above (Left to Right): RG Lamar (President Stuckey's Corp., Front Porch Pecans, Vice Chairman Georgia Pecan Commission, Advisor to GPGA Board of Directors), Executive Chef Robbie Nicholaisen (The Hound restaurant in Auburn, AL), and Andy Chapman (CEO EATYALL): EATYALL hosts podcasts featuring thoughtfully-sourced, high-end ingredients that chefs can tune into during their long shifts at their restaurants to learn more about the best ingredients and new ways to prepare such products.

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Predictive Modeling Of Pecan Quality During Commercial Storage And Distribution

By Fanbin Kong, Himanshu Prabhakar
Department of Food Science & Technology,
University of Georgia

U.S. pecans are considered a luxury good and have been a popular commodity in Europe, Asia and the Middle East for many years. People across the world are becoming aware of pecan's health benefits, which is enhancing export demand. However,

pecan quality may deteriorate during transportation and distribution, affecting color, texture and oil quality. A study in *Journal of Food Protection* revealed that shipments via ocean freight may encounter temperature and relative humidity up to 118°F and 90%, respectively. Such extreme conditions can adversely affect the pecan quality.

Currently, the Department of Food Science & Technology at the University of Georgia is working on a 3-year long project titled, "Predictive Modeling of Pecan Quality during Commercial Storage and Distribution." The objective is to study the effects of a wide range of environmental conditions (temperature: 32 – 122°F, relative humidity: 30 to 90%), packaging materials and conditioning methods (hot water and steam) on pecan quality. This project is led by Professor Fanbin Kong and sponsored by USDA Specialty Crop Block Grant (SCBG) program. Himanshu Prabhakar, a Ph.D. student, undertakes the experiment and data analysis work. The Georgia grown pecans of three cultivars (Stuart, Pawnee and

Continued on Page 29, See Modeling

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Modeling, Continued from Page 28

Desirable) were provided by Southeastern Fruit and Tree Nut Research Laboratory of the USDA-ARS, located in Byron, Georgia. The pecan samples are stored at varying environmental conditions and assessed for changes in color, texture, and rate of oil degradation during storage via chemical and sensory analyses.

The study so far has shown that humidity plays as much an important role in color darkening as temperature. Relative humidity above and below 70% steered color of pecans from bright yellow to brownish-black and dark red, respectively. The kernels stored under high humidity (>70%) absorbed excess moisture from the air and resulted in a loss of fracturability and brittleness. Also, fungal growth was more pronounced on pecans kept at temperature below 86°F and relative humidity above 70%. The pecans stored at 86°F or above exhibited accelerated rate of rancid flavor formation. As this is an ongoing project, more information is expected from future data.

Based on the information from this study, the researchers are also developing a predictive mathematical model that can be used to estimate shelf life of pecans over a wide range of storage conditions. The data collected from the study would be eventually translated into a website. This website would provide information on changes in pecan quality during storage, such as color, texture, flavor, aroma etc., at specified temperature and relative humidity. In addition to that information, the website would also predict changes in pecan quality due to change in environmental conditions, granting a dynamic aspect to the predictions. It is expected that the study will not only help predict changes in pecans during transportation, but would also aid growers and shellers to find the best combinations of environmental conditions to store pecans in good years and sell them in the lean ones while minimizing quality deterioration.

We look forward to providing more data and information to *The Pecan Grower* as this project proceeds. 🌰



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Georgia Pecans Featured In “Taste Of The USA”

*Compiled by Amy Howell, Copy Editor, The Pecan Grower Magazine
Submitted by Sarah Cook, Domestic Trade Manager, Georgia Grown*

Georgia Pecans will be featured as a special “Taste of the USA” on a Canadian website hosted by the U.S. Department of Agriculture’s Foreign Agricultural Service.

The U.S. Embassy in Canada will Credit Georgia Grown with the recipe and picture for Chocolate Bour-

bon Pecan Pie Bars, which required conversion to metric units and translation to French. The recipe, developed by Georgia Grown, points chefs to Georgia Grown producers for the pecans, butter, chocolate and other ingredients used in the preparation.



Chocolate Bourbon Pecan Pie Bar

Chef Jessica Rothacker, Heirloom Café & Fresh Market, Athens

Yield: Makes 9 dessert sized bars or 18 snacking bars

Crust Ingredients

- 8 ounces unsalted Banner Butter
- 1/2 cup granulated sugar
- 1 tsp vanilla extract
- 1/2 tsp salt
- 2 cups DaySpring Farms all-purpose flour

Topping Ingredients

- 3/4 cup Hughes sorghum syrup
- 3/4 cup light brown sugar
- 2 farm eggs, I like Pastures of Rose Creek
- 2 Tbs butter, melted
- 1 Tbs vanilla extract
- 1 ounce ASW Resurgens Rye bourbon
- 2 1/2 cups Georgia pecan pieces
- 4 ounces Condor Chocolates chocolate chips



Instructions

Preheat oven to 350. Line a 9×13 inch baking dish with parchment paper and spray with cooking spray. Brown butter in a pan, about 5-8 minutes over medium high heat. Allow to cool for 5 minutes. In a large bowl, combine browned butter, sugar, vanilla, & salt. Mix together. Gradually stir in flour until mixture is crumbly and begins to stick together. Press into the bottom of prepared pan and bake for 15 minutes.

Meanwhile, whisk sorghum syrup, brown sugar, eggs, melted butter, vanilla, & bourbon together in a medium bowl. When crust has finished baking, remove from oven and sprinkle chocolate chips and pecan pieces evenly over the crust. Pour sugar mixture over pecans and chocolate and spread evenly and gently with a spatula over the crust. Return to oven and bake for 30 minutes. Remove from oven and cover with foil, then return to oven and bake 10 minutes longer. Remove from oven and allow to cool. Chill in refrigerator for 2 hours, then cut into bars and serve. Makes 9 dessert sized bars or 18 snacking bars.



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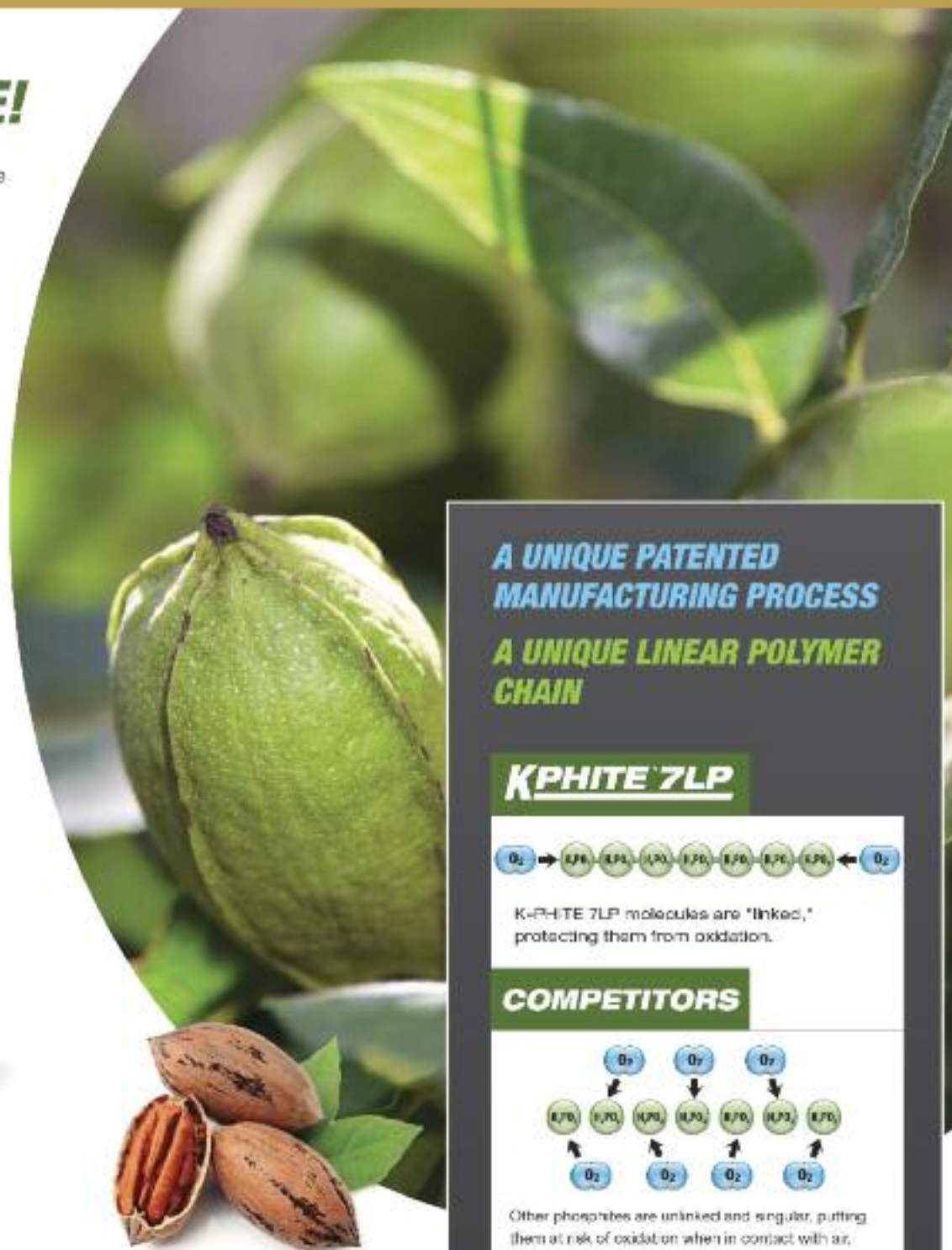


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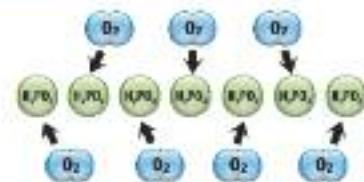
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Compiled by GPGA and APC with assistance from Xochilt Rios Mejia, Business Development Manager, Heart-Check Certification Programs, American Heart Association

WHAT IS THE HEART CHECK MARK CERTIFICATION?

An overview courtesy of AHA and the American Pecan Council

The Heart-Check mark assures consumers that the certified foods meet the stringent nutritional standards and program requirements set by the American Heart Association. Before certifying any food, the AHA evaluates it against nutrition requirements established by science and research regarding dietary guidance and nutritional values, so consumers can know they are making a smart and healthy choice. According to the AHA, certified products have 92% brand awareness among consumers, making the AHA a household name.¹ Additionally, 3 out of 4 consumers say they are more likely to purchase foods that feature the Heart-

Check mark, regardless of age or kids in household.²

This is all great news for the pecan industry because the American Heart Association certifies American Pecans as a heart-healthy food!

American Pecans (raw, no flavorings) have been certified by the American Heart Association's Heart-Check, and the American Pecan Council carries a Trade Association license for these pecans.

APC members receive discount trade association member pricing under APC's master license. American pecan growers, processors, shellers, accumulators, and retailers can receive a discount on the certification fee for the [American Heart Association Food Certification Program](#) under the American Pecan Council master license.

There are many benefits to obtaining Heart-

Continued on Page 37, See 2021



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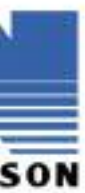
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2021, Continued from Page 32

Check certification including added credibility for your brand and assistance in connecting with health-conscious consumers. In order to use APC's Heart-Check certification in your marketing materials or packaging, you must obtain certification for your specific raw American Pecans product.

Once you obtain American Heart Association Heart-Check certification, you can use the Heart-Check certification on all your marketing and promotions for raw American Pecans for one year, as long as you follow the American Heart Association's branding guidelines (i.e. you cannot include the Heart-Check Mark on any materials that say The Original Supernut or Supernut) and submit the material to the American Heart Association for review and approval.

To Obtain American Heart Association Heart-Check Certification and Use on Product Packaging:

1. Identify your Heart-Check certification cost, which is determined by

your company's sales revenue. The certification cost is for one year and must be renewed each year to continue using Heart-Check mark.

2. Contact **Xochilt Rios Mejia** at the American Heart



Continued on Page 38, See 2021



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2021, Continued from Page 37

Business Classification	Extra Small:	Small	Medium	Large	Extra Large
Sales Revenue	< \$25M	\$25M to <\$100M	\$100M to <\$500M	\$500M to <\$1B	\$1B or more
License Cost	\$500	\$500	\$1,000	\$1,500	\$1,500

Association. She will guide you through the process to submit your product nutritionals and packaging for review and help you obtain a certification.

Contact:

Xochilt Rios Mejia • 214.706.1274
xochilt.rios.mejia@heart.org

3. Once you receive the Heart-Check certification, you will be able to use it for one year on your raw American Pecans product packaging. If you change your packaging, you must re-submit it for approval before adding Heart-Check mark.

To Use Heart-Check Mark on Marketing/Promotional Materials:

1. Secure Heart-Check certification per previous steps
2. Prepare materials within the [AHA Brand User Guidelines*](#)

**Reminder: you cannot include the Heart-Check Mark on any materials that say The Original Supernut or Supernut*

3. Fill out the [Promotion Review Form](#)

4. Send an email to reviews@heart.org and include the Promotion Review Form and the materials for review (website link, advertisement, brochure, etc.)

5. Please allow 12 business days for each review. While some pieces may take less time, national pieces require further review by the American Heart Association’s Special Review Committee, which will extend the time needed for the review.

To Obtain American Heart Association Heart-Check Certification for a Different Pecan Product (e.g., candied pecans, salted pecans, pecan snack mix, etc.):

1. Product must meet nutrition requirements, and you must obtain your own Full Standard License. Pricing is based on your company’s sales revenue and tier level based on number of licenses. Pricing may run from \$3,000 - \$6,000 annually for

Continued on Page 39, See 2021

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2021, Continued from Page 38

each different product in tier 1.

2. Contact Xochilt Rios Mejia at American Heart Association. She will guide you through the process to submit your product nutritionals and packaging for review and help you obtain a certification.

• **Contact:**

Xochilt Rios Mejia • 214.706.1274

xochilt.rios.mejia@heart.org

Nutrition is a main priority for consumers when making purchase decisions for themselves and their families. We continue to get the message out about the many health benefits of eating pecans and hope you, too, take advantage of American Pecans AHA Heart-Check mark certification for your individual business!

For more information, please visit heart.org. 🌰

¹ Nielsen Brand Tracker. 2014

² Healthy Living rewards Concept Test Report.
May 2016



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Caring For New Trees

By Andrew Sawyer, Southeast District Area Pecan Agent
UGA SE District Extension Center

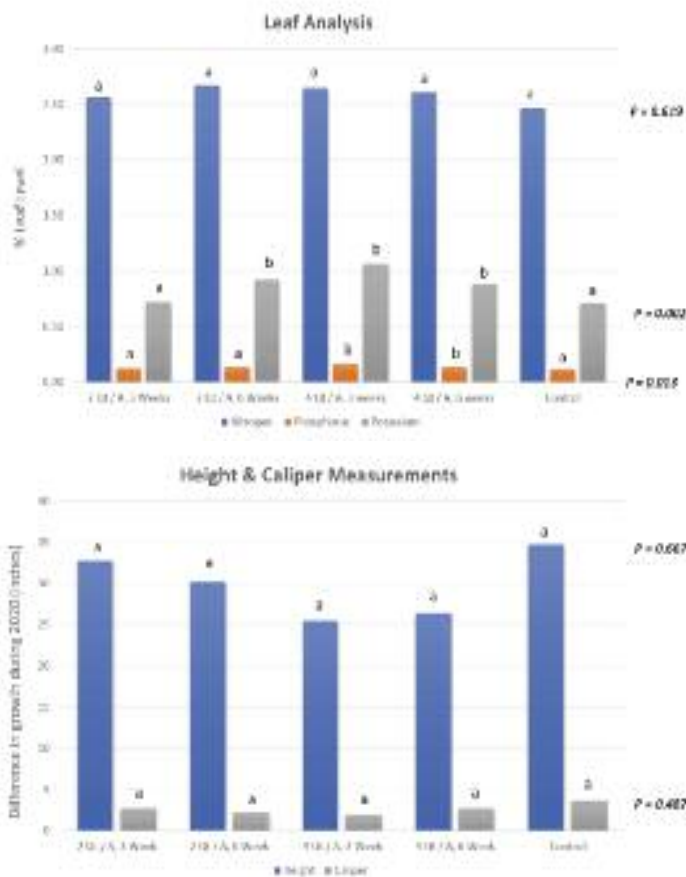
New trees planted in the last few years are coming along in Georgia and now is the time when growers ask about spraying these trees. Growers worry that they are not doing enough to the new trees at this time and that is understandable. However, in their first few years, trees are basically growing roots. Top growth is not as important in the early years. For this reason, we focus on optimizing zinc and fertilizing with a low rate of nitrogen.


What about disease? Sometimes we see nursery blight or even anthracnose on a non-bearing tree. These pathogens are mostly eye sores and not a major impact on a tree's growth. During the non-bearing years of a young tree, even scab is also much less damaging. Should it totally be ignored? Not necessarily. If a high scab-susceptible cultivar is close to bearing pecans and scab becomes noticeable on leaves and branches, it is a good idea to implement a few fungicide sprays during the growing season.

Would there be any horticulture benefit from fungicide sprays on young trees? This question is something we have considered. We know that phosphites are great on leaf scab and their risk of resistance is low. This class is a large part of our leaf scab program in bearing trees. Due to its significant translocation, we looked at different rates and intervals of a phosphite on a 2-year planting of Caddos.


Using *K-Phite 7LP*, we treated the foliage of single trees at different rates and intervals. The five treatments included: 2 quarts of K-Phite per acre, 4

Continued on Page 41, See Trees





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Trees, Continued from Page 40

quarts of K-Phite per acre at 3-week and 6-week intervals. Laurens County Extension Agent Raymond Joyce helped me collect height and caliper data as well as a leaf analysis in August. In September, I rated scab incidence and severity on 10 compound leaves per tree. Dr. Lenny Wells completed the data through his program which made some findings in our first year.

Starting with scab, phosphite did provide control. This outcome, of course, we already know from research and grower's use. I was surprised to see the amount of leaf scab on the control trees. The highest mean (2.5) of scab severity was found on the control, but it was only significantly more than one other treatment. Scab on compound leaves was not at a high enough incidence or severity to justify fungicide sprays. Keep in mind this variety is Caddo, which is a medium susceptible cultivar to scab. Also, our research was conducted in Laurens County, a higher elevation than deep South Georgia.

In terms of horticulture response, we looked at leaf samples, tree height and caliper. We saw no dif-



Scab lesions on branches of a control tree.

Continued on Page 42, See Trees

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Trees, Continued from Page 41

ferences in leaf nitrogen. However, phosphorus (P) and potassium (K) gave significant results. Where the four-quart (highest) rate of K-Phite was used, the trees were able to pick up Phosphorus. This result is good since research shows that phosphite and phosphorus compete for the same uptake, generally reducing phosphorus. Significant differences in potassium showed that plants did get potassium from the K-Phite. Did this result carry over to tree growth?

Data showed that no treatment was different from each other in both height and caliper measurements. Although the trees received potassium and were able to take in phosphorus, this uptake did not translate into any horticulture benefit of these trees.

We will continue this program on the same trees next year. Considering the scab component of spraying young trees, I plan on replicating this trial on 4-year-old Byrd trees this year. Thanks to grower Dennis Holley for providing the location and *Plant Food System* Agronomist Gary Veal for supplying product and resources to carry out this project. 🌳



Laurens County Agent Raymond Jones measuring caliper on trees.

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TIMELY RECIPES DRIVE SWEET SUCCESS

While we started 2021 with healthy snacking inspiration, American Pecans rounded out last year, by drawing in consumers with timely advertising search such as "dessert recipes" and "Christmas dessert." These terms drove **nearly 7,000 users to our site**, inspiring consumers to use pecans in their holiday baking and beyond.

MEDIA COVERAGE DRIVES RECIPE, INTEREST

AmericanPecan.com had **more than 195,000 monthly pageviews**, introducing more consumers to the benefits of pecans as well as delicious recipes. Our syndicated article, titled "Festive and Flavorful Holiday Snacks," was one of the top three sources of traffic, demonstrating how press coverage translates into measurable consumer interest and purchase intent.



PECAN PARTNER CONTENT GARNERS HEADLINES

Our second round of holiday snacking partnerships hit new heights, with influencer Liz Moody's delicious Pecan Pie Butter gaining so much attention on social media, it caught the eye of national media outlet POPSUGAR. The article and social media coverage totaled **more than 1 MM impressions**.



“
Creamy, Cozy, and Sweet:
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Pie Nut Butter Is
the Ultimate Snack Spread

”
HEADLINE FROM
POPSUGAR.



ACTIVE LIFESTYLE CONSUMERS MOST ENGAGED WITH PECANS

With significant opportunity to drive sales among healthy snackers, we are focused on reaching those with active and healthy lifestyles. Our 2021 audience targeting is proving a success! Consumers that enjoy being active make up **64% of our impressions on social media** ads this month and **61% of our clicks** – proving this audience is primed to choose pecans.

SOCIAL MEDIA S PECANS



From working puzzles to baking sourdough bread, at-home hobbies and trends vary, but one thing remains – the ever-popular trend of scrolling through social media. Reaching consumers through social media is one of the most powerful marketing tools, allowing us to reach consumers where they're already looking for inspiration. Check out some of our latest consumer comments who were inspired to try pecans:

I love pecans, I eat a few every single day. I don't even close the package anymore.

I think this is a good twist to my holiday treat! I'm going to give it a try with my next batch!

I made these last night. Instant hit.

Love this. Especially because I bought 3 times the amount of pecans I needed for my pie on Thanksgiving and I haven't figured out what to do with them...until now!

Love pecans in any way, shape or form!



AMERICAN PECAN COUNCIL: An Update As 2021 Moves Forward



Submitted by American Pecan Council

Recently, the American Pecan Council has received several questions about the pecan market. Specifically, what impact has COVID-19 had on the movement of pecans? What is happening with exports? Where are we in terms of inventory? Is the APC marketing order working? With all the crises in the U.S. and the world, where do we stand as an industry? These are all great questions. We will aim to address these in this article.

The Challenges

To begin, there is no doubt that the last 30 months have been wrought with some of the most trying challenges in one's lifetime. In July of 2018, tariffs were placed on the industry by China. By October, a massive hurricane hit the southeast, causing damage to not just the crop but to trees as well. Freezes, floods, and fires hit the central and west regions in late 2018 and early 2019. However, the industry pushed through it. APC, utilizing its strategic plan and its marketing tools went to work, implementing several marketing programs in the most efficient and impactful way. to ensure the most impact on consumers while being efficient with industry dollars. This was accomplished by refocusing and repurposing highly influential material and consumer-facing content, all while using data tracking technology to reach our target audience and make changes as necessary in real-time.

After the implementation of these activities, Pecans saw significant results and wins.

For the first time, pecans were the number one nut that consumers thought of in November of 2019, beating almonds. Additionally, pecans went from 12% to 32% top of the mind awareness. In three years, consumers were giving pecans top ratings. Additionally, for the first time, pecans beat out walnuts, pistachios, and cashews for the number two spot for the nut on consumers' minds in the fourth quarter of

Continued on Page 47, See Forward

Marketing Strategy Recap for 19/20
Over 75¢ of each Industry \$1 is Invested in marketing.

REFOCUS:	REPURPOSE:	REVIEW:
<ul style="list-style-type: none"> Public and Media Focus only Amplified Campaigns Healthy Snacking Reinvest Resources Elsewhere 	<ul style="list-style-type: none"> Move Activities Increase Advertise Regionally Nutritional Alignment Regional Approach 	<ul style="list-style-type: none"> Manage marketing through measurement In-house tools to check the checker Focus on TOWA, Impressions (digital view) and lift

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Forward, Continued from Page 46

2019. Consumption was up over 33% in one year and 12% overall since the federal marketing order began. In short, the marketing order works!

Then, in March 2020, the industry and the world faced one of the greatest generational challenges – COVID-19. With a series of lockdowns, quarantines, food service and restaurant closings, the industry lost a significant market for their crop. However, consumers turned to more cooking at home, and looked

for healthy snack alternatives. As a result, recipes and the APC website saw increased traffic and consumers were asking for more information. APC continued to push its digital marketing and advertising efforts and as a result, despite the pandemic, consumption was not lost but gained and shipments were still above the prior year.

This should be encouraging for the industry that despite all the challenges, consumers still want pecans.

Domestic Promotion

Looking at the recent activities, our results continue to show positive growth for consumers. Take the Pea-can versus Puh-Con Super-Safe Debate—our most successful consumer marketing campaign to date, garnering incredible media coverage throughout this holiday season. A few positive statistics:

- Over **360,000 votes** were cast
- Nearly **16,000 people** entered to win a limited-edition pecan blanket
- **1.7M engagements** on APC social posts

Continued on Page 48, See Forward



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Forward, Continued from Page 45

- **Over 275 media placements** totaling **126M+ impressions**, including:
 - o **Today.com** article that led to two on-air mentions on the TODAY Show
 - o **E! News:** *Pecan Pie Debate: Is it Pea-Can or Puh-Con?*
 - o **FOXNews.com:** *Thanksgiving pie debate on 'pecan' pronunciation resolved*
 - o **Real Simple:** *Have You Been Pronouncing 'Pecan' Wrong? Here's What Pecan Farmers Have to Say*
 - o **Southern Living:** *Is Pecan Pronounced PEA-can or puh-CON? 347,301 Americans and Counting Have Voted So Far*
 - o **Food & Wine:** *This Is How Most Americans Pronounce 'Pecan,' According to Survey*
 - o **Pioneer Woman:** *What's the Right Way to Pronounce Pecan? We Finally Have an Answer*
 - o **Parade:** *The Debate Driving Americans Nuts: How Do You Really Pronounce "Pecan?"*

- o Local broadcast segments that aired in **40 states**
- o Multiple articles were syndicated to MSN and Yahoo, extending our reach even further

To view the links, check out Industry News page of the American Pecan website.

And the latest was Former President Obama and Jimmy Fallon had a debate on the Tonight Show discussing the pronunciation of pecan. The current campaign, which was launched on October 26, 2020, has already received 159 million engagements in just one and a half months! Also, during the first quarter of the 2020-2021 FY (Beginning October 2020), pecans share of voice lead #1 at 32%.

Export Markets

In 2019 – 2020 the APC took the lead in Market Access Program (MAP) dollars and has worked with other organizations to build on previous programs. The results are encouraging. Studies in the UK and Germany have been conducted and the APC is now in the process of putting together marketing strate-

Continued on Page 49, See Forward



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gies for our largest markets since the implementation of Chinese tariffs.

China has seen an increase in shipments compared to last year. This is due to losing of some of the tariffs and increased marketing programs from MAP and APC dollars. Additionally, the APC has applied for Emerging Market Program (EMP) dollars for China and India.



Better Numbers

Also, in 2019 – 2020 the APC reduced the number of required reporting forms and moved to an on-line reporting system, dubbed the Pecan Portal. The new system is easier for the industry to report its monthly numbers and provides a format for growers to see the shipments, inventory, and net position of the crop. Unlike other reports, the APC numbers are audited, and failure to report on time will cause actions to be taken by USDA. This reporting system has really assisted the industry on getting real, accurate numbers and keeps the industry on track in reporting correctly.

Additionally, the APC has mapped all pecan acreage in all 15 producing states, giving the industry an honest reporting of actual pecan acreage. This is state of the art satellite imaging of pecan orchards and gives the industry a real time perspective of actual acres of the industry.

A Successful and Resilient Industry

With lockdowns, quarantines, and so much uncertainty, the one thing that is moving in the right

Continued on Page 50, See Forward

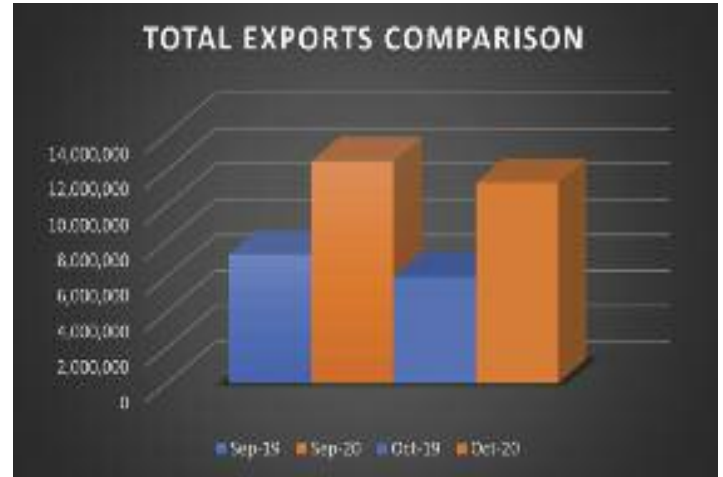
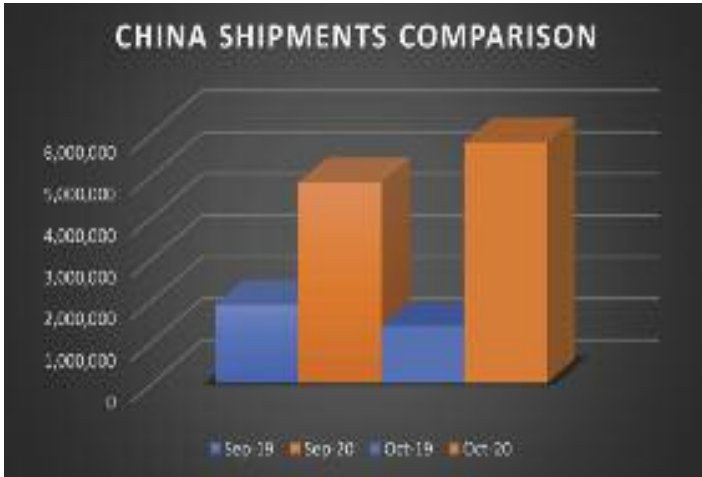
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Forward, Continued from Page 49

direction is keeping consumers aware of a healthy snack. It is imperative that the APC and the industry continue to keep as many markets as possible, channels, and open dialogue moving in these challenging times. And so far, to date, the Federal Marketing Order is working! Without these programs now, market conditions could be much worse. However, the industry is resilient and rises to every challenge presented. The pecan industry is a patient, hardwork-

ing, family-oriented industry. Like all previous trials, the industry continues to become stronger through these times. With vaccinations on the horizon, the industry is well positioned to grow markets as restrictions are lifted and some normalcy returns. In the meantime, the APC will continue to perform “pull marketing activities” that inform, educate, market, and promote pecans to consumers as a healthy choice. 🌰



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Submitted by U.S. Pecan Growers Council

South Korea: USPGC Continuing Success Story

A Continuing USPGC Success Story

The pecan market in South Korea has seen steady growth since the U.S. Pecan Growers Council began market promotions in 2014. During the first three years of the Council's promotional efforts, shelled pecans grew 115% (*source: Trade Bureau, U.S. Commerce Department*). Thanks to a successful and targeted marketing strategy designed and carried out by USPGC and its in-county agent, Korean Business Services, Inc. (KBSI), pecans have steadily expanded its share of the Korean market and it is now the fourth most popular tree nut, behind only almonds, walnuts and pistachios.

Effect of the Pandemic

The COVID-19 pandemic has had a major impact on the Korean market as it has everywhere. Since the first confirmed case emerged in January 2020, COVID-19 reached its peak in late February and again in December as part of the 3rd wave in South Korea. However, Korea never imposed a lockdown, thus, through meticulous tracing and treatment and the imposition of use of masks, social distancing, avoidance of crowds, frequent hand washing, and quarantine, the coronavirus was sufficiently contained, and the country was able to keep the normal economic activities by consumers. Nevertheless, the pandemic fundamentally changed consumer behavior. Korean buyers, anxious to obtain healthy foods with as little risk as possible, used more online shopping options but still visited stores to compare quality and

prices of food items. The USPGC and Korean Business Services adjusted its promotional strategy to the new reality. Many Korean consumers are willing to purchase food items via online malls and ecommerce platforms, and accordingly the Korean Representative Office has conducted online promotions in the 2nd half of the year to meet their requirements and expectations. Even though online shopping and delivery service are increased due to the pandemic issue, most consumers are still going to offline stores to compare the food quality and prices. Therefore, in-store promotions for U.S. pecans were properly arranged and approved by local major players. Instore promotions are conducted 1,121 stores at six retail chains including 'Emart Traders', 'Kim's Club', 'Homeplus', 'Emart', 'Hyundai Department Store' and 'Lotte Mart' in 2020 with four leading pecans importers including 'Seum', 'Dongwoo Nongsan', 'S.M. Agri & Fisheries', and 'Lotte International Direct Sourcing Team'. To increase the purpose of using U.S. pecans at home easily, online promotion in collaboration with 'Wife's Table', the online application platform, and product placement at TV Show (PPL) are arranged as well. To support those activities media coverage, social media marketing, and Seoul Café Show are conducted in 2020. Seoul Café Show booth is pictured below.



All of these events were supplemented by coverage on both traditional and social media, and especially food bloggers, who can sway consumer preferences and behavior in Korea. The estimated PR value of this media coverage was \$500,000. As the result, the U.S. pecans still dominated the South Korean market this year. U.S. pecans are steadily becoming one of the major tree nuts in South Korea. The imports of U.S. pecans are still increasing despite the pandemic issues, and the year of 2020 has achieved the highest imports in volume in the past 6 years.

Continued on Page 54, See Story



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Products Placement at TV Show – “Switch”

On June 1st, U.S. pecans were shown at the Korean TV show program, called ‘Switch’, which is a popular program among middle-aged consumers from 40’s to 60’s, including both male and female TV audiences. All of the local pecan importers and retailers commented that Product placement on TV shows (a.k.a. PPL) is one of the most effective sales tools to increase consumer’s awareness of U.S. pecans’ health benefits. The Korea Trade Representative conducted this promotion as one of USPGC’s major activities in June.

The main theme of this program is to introduce a special recipe with U.S. pecans, called the traditional style of Korean Ssamjang (Korean spicy dipping sauce) and how to use its all-purpose Ssamjang to other recipes. A total of 4 new U.S. pecan menus were developed: 1) Traditional Korean Style of Ssamjang (Korean Spicy Dipping Sauce) with U.S. Pecans, 2) Stir-Fried Pecans and Anchovies with Pecan Ssamjang, 3) Pecan Ssambap (Korean Rice Lettuce Wraps) with Pecan Ssamjang, and 4) Noodles with Pecan Ssamjang. General consumers can easily follow recipes at home and the ingredients are very usual in Korea. Images below are screenshots of pecans menus.

Developed 4 Menus for PPL Program



Also, the program explained the health benefits of U.S. pecans that pecans have become an important

health food because of their high level of monounsaturated fats. Dietary research with pecans conducted to confirm their value in lowering LDL content while maintaining HDL content of the blood plasma. It has been shown that it can reduce the risk of cerebrovascular disease because pecans do not only have the antioxidant but also contain Vitamin E, Vitamin A, Vitamin C, folic acid, calcium, magnesium, phosphorus, potassium, and other nutrients. The MC also highlighted that U.S. pecans are good for the immune system. USPGC has completed several of the PPL’s and they have proven to educate the consumer on the pecan’s health benefits.

Media Coverage

The media promotion actively organized after the products placement in TV show to increase consumer awareness on availability of U.S. pecans both at offline and online stores. In June, a total of 89 articles were released through online daily news on media websites and portal sites. Main subjects of articles were included 1) health benefits of U.S. pecans – mainly focused on strengthening immune system and increasing antioxidants, 2) its market availability in the Korean market, and 3) new pecan recipes. Articles on US pecans were shown 17 times at online websites of each media and 72 times internet portal sites such as Naver, Daum and Google. A total of media value of Media release activities in June reached to \$48,090.91 and its PR value is \$288,545.45.

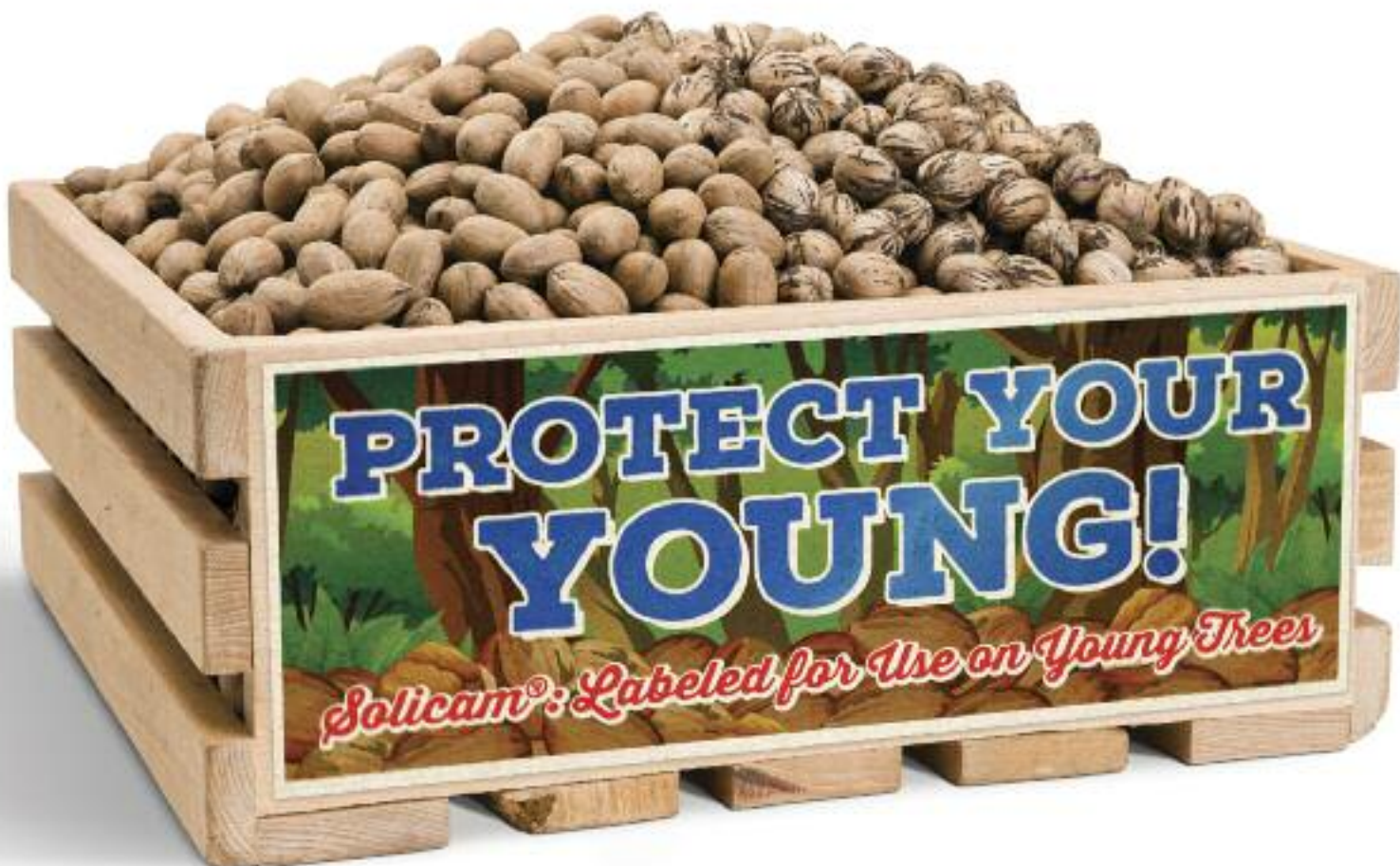
Media Release Result in June • Exchange rate: USD 1=KRW 1,100

	Coverage (Updates)	Media Value (KRW)	Media Value (USD)	PR Value (Media value x 6 times)
Media Release Result				
Online Daily News at Media Website	17	10,500,000	9,558.63	58,181.82
Online Daily News at Portal Site	72	42,600,000	38,727.27	232,363.64

Social Media Marketing

Since the spread of COVID-19, Un-tact has changed dietary life rapidly, presenting a new paradigm for the food and beverage industry. Non-face-to-face consumers routinely purchase HMR and online fresh food, use delivery food, and display food consumption patterns in consideration of health and immunity. The main purpose of Social Media Marketing in 2020 is to deliver general information and health benefits of U.S. pecans, information on U.S.

Continued on Page 56, See Story



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Story, Continued from Page 54

pecans sales channels in the Korean markets, in-store promotion dates and stores in order to increase consumer awareness of U.S. pecans and its availability at both offline and online stores. As consumers are exposed to online channels, continual promotions at social media channels will definitely help to communicate with users closely. The social media marketing team at KBSI has managed all social media pages and regularly has uploaded new postings on every Tuesdays and Thursdays at 4 different online channels. Social media marketing will be continued throughout the whole year.

- Instagram (<https://www.instagram.com/uspecan.korea/>)
- Facebook (<https://www.facebook.com/uspecan.korea>)
- Naver Blog (<https://blog.naver.com/uspecan>)
- US pecans' Korean websites (<http://uspecans.or.kr/wp/>)

Screenshots of the Consumer Event in April (Instagram)



Consumer Survey

The Korea Trade Representative organized a consumer survey in cooperation with Embrain, one of the most reliable survey firms in Korea. To analyze consumer's awareness and purchase behavior, the Representative surveyed to meet 4 main performance measures same as last year. It is focused on 1,000 female consumers who are living in Seoul and its suburban area-Gyeonggi-do because these female consumers are expected to have more purchasing power than consumers in other regions.

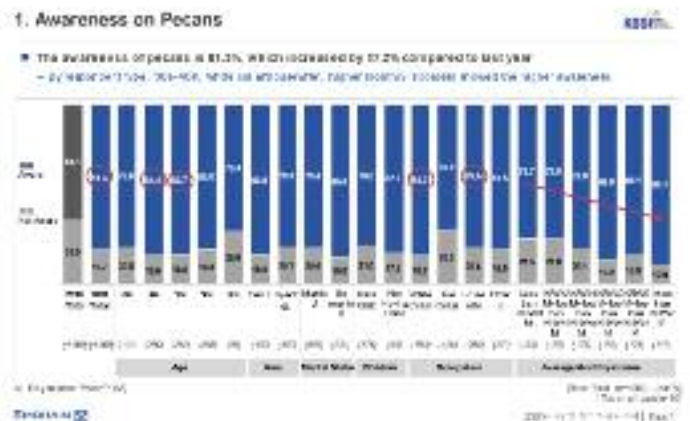
The research was conducted to establish 2 benchmark categories: 1) Consumer Awareness of Pecans and 2) Pecan Purchase Behavior. In the consumer awareness category, a) general awareness of pecans b) awareness of health benefits, c) awareness of the

origin of U.S. pecans, and d) awareness on the availability of U.S. pecans in the local markets. In purchase behavior category, 1) experience and frequency of purchasing U.S. pecans, 2) purpose of purchasing U.S. pecans 3) any interest in purchasing U.S. pecans in the future, 4) where to purchase it (offline or online), 5) consideration factors to purchase U.S. pecans, and 6) information channel of imported nuts, are surveyed to 1,000 customers. Please see the below table for the performance measures.

Consumer Survey – Performance Measures

Performance Measures	2019 Result	2020 Goal	2020 Result	2021 Goal	2022 Goal
1) AWARENESS % of surveyed consumers who are aware of US pecans	64.1%	67%	81.3%	86%	87%
2) AWARENESS % of surveyed consumers who are aware of health benefits of US pecans	62.9%	65%	67.5%	68%	69%
3) TRIAL / EVALUATION % of surveyed consumers who have tried or purchased US pecans	63.2%	67%	63%	66%	69%
4) PREFERENCE % of surveyed consumers who prefer US pecans to other tree nut products	25.5%	28%	36.1%	39%	42%
5) ACCEPTANCE % of surveyed consumers buying US pecans at least once a month	10.6%	15%	12.2%	15%	18%

The general awareness on U.S. pecans rated 81.3%, which is increased by 17.2% compared to last year. '30s~40s', 'housewife', 'higher monthly incomers' categories tend to show higher awareness of pecans as shown below. Also, among those who know pecans, the awareness of its health benefits is rated 62.0%, the awareness of the origin of pecans is rated 67.5%, and awareness on the availability of U.S. pecans on the local markets is rated 79.8%, which are all increased by 5~6% respectively compared to last year. The graph below gives detailed information on the demographics for the 1,000 consumers. This continues to solidify South Korea's potential as a growing importer of U.S. pecans.



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South Korea's Market for U.S. Pecans. Korea imported a total of 2,049,613 lbs. of U.S. pecans from January-November 2020 and its amount increased by 13.27% from the previous year's imports, according to Korea Animal, Plant & Fishers Quarantine & Inspection Agency (Korea QIA). Compared to the imports of other tree nuts such as almonds, walnuts, and pistachios, which are the top three tree nuts in South Korea, their imports have been decreasing, even though they are still top tree nuts in volume. The volume of U.S. pecans, Brazil nuts and cashew nuts are still in development; however, the imports of those tree nuts are steadily increasing. Please see below the table for more details.

Imports of U.S. Pecans to Korea from January to November for Last 6 Years (2015 – 2020)



The table shown below gives an analysis of the last five years, by month, imports of pecans from the U.S. Please pay close attention to the Growth Rate, comparing 2019 vs 2020. Even with the pandemic, pecans still increase 13.27% (January thru November) in 2020.

Table 1. Imports of U.S. Pecans to Korea in 2015-2020

(Unit: lbs.)

Month	Imports from the USA						Growth Rate 2019/2020
	2015	2016	2017	2018	2019	2020	
January	34,701	46,313	158,545	96,408	254,146	267,643	+6.31
February	13,974	61,928	226,422	127,041	148,753	260,140	+89.89
March	726,781	104,275	151,569	61,614	393,007	734,935	+6.31
April	36,332	96,288	178,045	125,988	123,371	139,432	+4.91
May	233,117	100,310	104,307	194,073	241,582	48,692	-63.29
June	108,732	165,329	184,461	118,741	201,126	147,332	-46.89
July	58,947	171,255	130,124	86,125	131,701	35,205	-93.49
August	24,119	133,554	177,359	48,385	132,606	31,895	-45.82
September	33,068	36,134	92,352	136,910	60,257	232,546	+158.08
October	81,772	24,291	124,051	206,583	140,057	208,489	+48.87
November	85,575	77,034	145,165	179,087	134,229	701,461	+126.04
Sub-Total (Jan-Nov)	957,952	1,021,643	1,640,418	1,418,761	1,809,448	2,049,613	+13.27

Source: Animal, Plant & Fisheries Quarantine & Inspection Agency
 ** Weight converted to pounds from metric tons.

Packaging Development Continues to Grow

USPGC continues to see the development of new packaging in Korea. Importers create very eye appealing designs.

Below are just a few of the many new importer developed packages.



Success of Activities in 2020

In the middle of the pandemic, exports of U.S. pecans to Korea were 13.27% higher in 2020 than in 2019, and last year had been a record for imports. Overall, the past six years have been the period of greatest growth of American pecans in the Korean market. According to figures from Korea's Animal, Plant & Fishers Quarantine & Inspection Agency (Korea QIA, the official trade statistics agency), imports increased from 957,952 pounds in 2015 to 2,049,794 pounds in 2020, a growth rate of 114% - - continuing the USPGC's a steady success of market growth.

USPGC's activities in 2020 have been positively affected to increase consumer awareness and sales of U.S. pecans in the Korean market. As a result, Korea's imports of U.S. pecans in 2020 are tremendously higher than the imports in the last 6 years. According to the local importers and retailers, in-store promotion is one of the most effective ways to directly increase the sales of U.S. pecans despite the global pandemic issues that have been affected to change many trends in the food market. Online promotion is also one of the most important activities in 2020 as a non-face-to-face business is arising. Industry survey reflects that PPL and online promotion via various social media channels have positively supported to increase sales to customers who are willing to purchase food items at online malls. Plans for new menu development in collaboration with the online foodservice industry or with PPL will be one of the main activities in 2021 as the consumer is purchasing U.S. pecans for cooking, not only for snacks and healthy food.

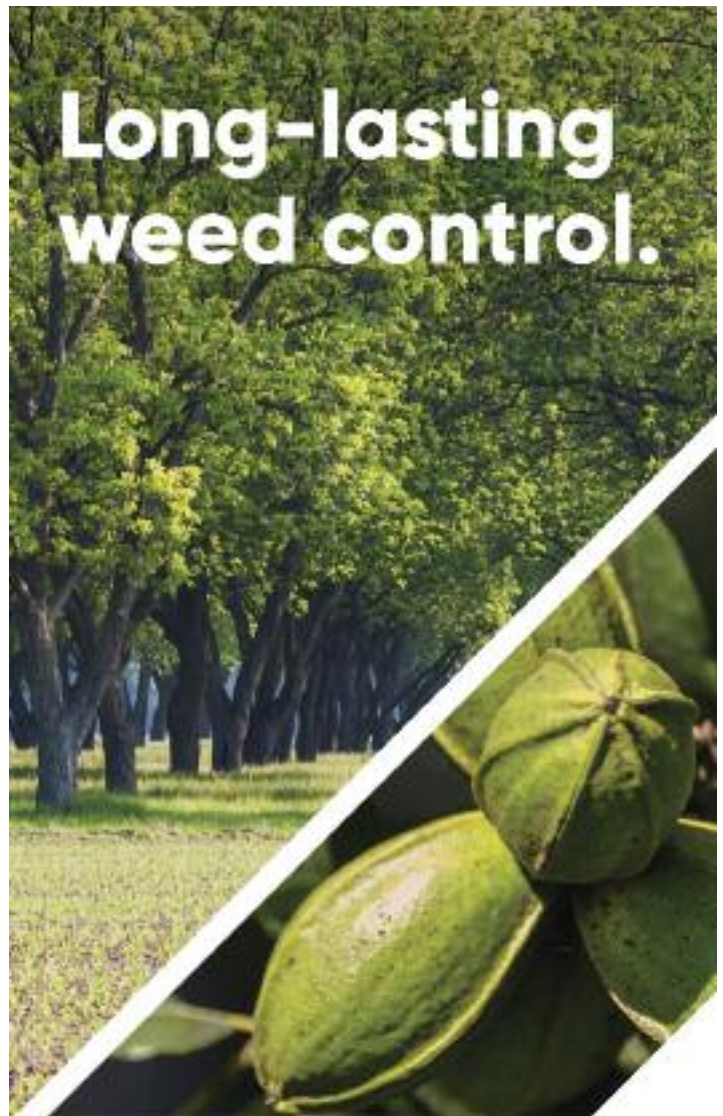
According to a consumer survey, consumers used to get information on U.S. pecans including any imported nuts from online news and articles, rated al-

Continued on Page 58, See Story

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most 50%, and followed by online shopping malls and friends/acquaintances. Therefore, it has been recommended to USPGC to conduct media coverage during the peak season, online marketing, or promotion to attract more local consumers to increase awareness of health benefits and to increase sales in 2021. Also, new menu development in collaboration with the online foodservice industry or with PPL will be one of the main activities in 2021 as the consumer is purchasing U.S. pecans for cooking, not only for snacks and healthy food items. The online promotion in collaboration with the Wife's Table online application company has been promoted on the online channels on how to use U.S. pecans at home.

Even though different kinds of nut products are available at every on/offline store, U.S. pecans are one of the products that consumers are aware of its health benefits and unique taste. The Korea Trade Representative will cooperate closely with Korean importers, distributors, and retailers to discuss the 2021 marketing strategies to increase awareness of all generations and to obtain good performance. 🌰





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With Sympathy

George M. Martin, passed away on Sunday, January 17, 2020 while battling a recurrence of cancer. Due to the current pandemic, the family has chosen to honor Martin with services planned later in the year.

Martin was President of Navarro Pecan Company and was active in the pecan industry throughout his career. He is a Past President of the National Pecan Shellers Association and had extensive business interests in Texas, Louisiana, Illinois and Georgia.

At GPGA, we extend our deepest sympathy to the family and to Navarro.

John Sherman Richardson, 61, of Colfax, Louisiana passed away Sunday, January 17, 2021 at St. Francis Cabrini Hospital from complications following heart surgery. Sherman was born September 10, 1959 in Covington, Louisiana. He is the son of John Wilson and Elouise Arnold Richardson.



Sherman yielded his life to the Lord in 1971 at the age of 12. He remained faithful to that choice through his life.

Sherman attended Louisiana Tech University in Ruston, Louisiana where he received a degree in Land Surveying and a degree in Mechanical Engi-

neering. Early in his career he worked in both fields but spent most of his career in his cherished field of growing pecans. He was a friend and mentor of pecan growers throughout Louisiana. He served multiple terms as president of the Louisiana Pecan Growers Association and several years as a board member. He also served as a board member for the Southeastern Pecan Growers Association. He was also on the board of directors for Grant Parish Farm Bureau.

He was a caring son. In recent years he spent all the time he could helping with his mother's care and supporting his father. He was a loving and generous big brother and a doting uncle.

Sherman is survived by his parents John W. and Elouise A. Richardson; brother Ken Richardson (Vonda); sisters Karen Richardson and Melanie Richardson Van Ommen (Henry); nieces Mikayla Richardson, Morgan Vandegevel, Carma Van Ommen; nephew Kendall Van Ommen. Also, numerous aunts, uncles, cousins and a host of friends.

The family welcomed friends to a graveside service that was held at 1:00 pm Saturday January 23, 2021 at Colfax Cemetery, Colfax, Louisiana.

Sherman was a beloved member of our pecan grower family and was serving on our Board of Directors. He will be dearly missed by us all. Please pray for his family.

Continued on Page 61, See Sympathy



Sympathy, Continued from Page 60

Jerome H. (Jerry) McCabe, 81, of Albany, died Thursday, December 24, 2020 at his home.



His memorial service was held on Saturday, January 16, 2021 at St. Teresa's Catholic Church.

He was born June 12, 1939 in Bluffton, IA to his parents, Howard McCabe and Charlotte O'Brien McCabe. He served in the Army National Guard during his senior year of High School. After graduation, he served in the U.S. Navy from July 1957 to November 1976. After graduating from college, he served 20 years in Civil Service at the Marine Corps Logistics Base in Albany. Mr. McCabe retired from Civil Service on April 30, 2000. He was a long time member of St. Teresa's Catholic Church. He had memberships in FRA, VFW, Elks Lodge, Moose Lodge, American Legion, and NARFE. 🍪

Congratulations

Sunnyland Farms has been named the 2020 Exporter of the Year in the mid-size company category by the Georgia Department of Economic Development's International Trade division. The award was given as part of the division's 2020 GLOBE Awards, which recognizes Georgia companies that entered new international markets in 2019.

Sunnyland Farms was key to the success of the collaborative outbound trade mission to Taipei, Taiwan with the Georgia Department of Agriculture and GPGA. With an outbound trade mission in April of 2019 followed by an inbound mission to their farm later that year, Sunnyland represented Georgia Pecans' quality and value to the highest standard.



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ELAINE LANIER and Continuing a Legacy



Written by Amy Howell, Copy Editor, *The Pecan Grower Magazine*
Designed & Photographed by Andrew McBrayer, Graphic Design & Photography, GPGA

Sidney Lanier Pecans began in the early 1970s as a family endeavor between the husband-and-wife team of Sidney and Elaine Lanier. With one pecan orchard and a whole lot of faith, the Laniers grew the business into presently 370 acres of Desirable, Cape Fear, Stuart and Pawnee varieties. They built a life together that includes three daughters, seven grandchildren and a true family business of close-knit employees and workers.



Their story began when Sidney and Elaine met as students while attending Abraham Baldwin Agricultural College (ABAC). They were together for 54 years of marriage before Sidney passed away in 2015. Together, they operated their farming business and family. Outside of the farm, Elaine also spent 30 years as a caterer and hospital dietitian.

Sidney had some knowledge of pecans from growing up watching his father shake trees for others. While he began his own farm with row crops, the land would eventually transition to solely growing pecans.



Located in Montezuma, Georgia, the Macon County farm sits in the heart of the state's pecan-growing region. Sidney was the first grower in the county to successfully transplant mature trees that then produced a fruitful harvest. Sidney served several years on pecan leadership boards, including the Georgia Pecan Growers Association's Board of Directors. Elaine and Sidney enjoyed attending meetings together to further grow their business. The Laniers began shipping pecans to countries like China and Germany long before international nut trade reached a level of success and popularity.

In spite of the success the Laniers had enjoyed with pecans, Sidney was hesitant to leave Elaine with the burden of running the business on her own when his health declined. The farm requires at least 5 full-time employees and 15 seasonal workers. However, Elaine was adamant that Sidney keep the farm. She saw it as an extension of their family and a *labor of love* representing their life's work. Ultimately, her persistence won out.

Today, almost six years after Sidney's death, Elaine still operates the farm and a cleaning plant operation on site.

The cleaning plant for her farm serves Elaine's crop as well as a group of local growers. Again, to reflect the significance, Sidney built the cleaning plant himself some 30 years ago.

Elaine relies strongly on her dedicated employees who she considers like family. As such, she felt a priority to keep them safe during the Covid-19 crisis. Elaine began strictly enforcing masks,



checking temperatures and being flexible with their work arrangements to allow space and distance.

When asked what advice she could give to other growers, Elaine told us “If you don’t have faith in the good Lord, don’t grow pecans! You can only take what He gives you.” She also strongly advised to have patience because good work takes time. She would like to extend much gratitude to Dr. Lenny Wells for his advice and guidance. Elaine also leaned into her faith and said,

***“The good Lord is not going to leave me.
He’s right by my side.
I just turn it over to him.”***



*Pictured at left:
Echo, Sidney’s service dog,
aided him after
becoming hearing impaired.
Echo continues to help
Elaine run the farm today.*

*At right: Elaine Lanier in the
orchard directly behind their
homestead and farm
operations.*



PECAN PRODUCTION MANAGEMENT TIPS

February

- Fertilize dryland orchards according to leaf and soil analysis
- Apply potassium to dry and irrigated orchards
- Lime, zinc and phosphorous and magnesium may be applied (unless previously done)
- Thin overcrowded orchards
 - Hedge trees
 - Prune/train trees
 - Plant/move trees
- Apply sethoxydim for rye grass suppression and clover release
 - Service/repair equipment
 - Clean up limbs/debris
 - Collect and store graftwood
 - Whip graft
 - Dig trees
 - Plant nuts

March

- Fertilize dryland orchards (if not previously completed)
- Apply potassium to dry and irrigated orchards (if not previously completed)
- Complete pruning, training, thinning and planting
 - Plant nuts
 - Whip graft
 - Spring bud
- Begin fungicide sprays at budbreak
- Treat trees with history of phylloxera at budbreak

April

- Make first application of nitrogen to irrigated orchards
- Apply foliar zinc sprays beginning with 2nd fungicide application if needed
- Apply foliar boron sprays
- Apply nickel sprays to mouse ear affected trees at parachute stage
 - Apply herbicides
- Continue fungicide sprays at 14 day intervals
- Scout for insect pests and spray as needed
 - Irrigate as needed
 - Bark graft
 - Four flap graft



Let's Go Camping!

Adjusting Your Needs During Quarantine

By Dan Tillman, CIC, AFIC
Tillman Insurance Agency

For the past two years I have been writing articles for *The Pecan Grower* and readers might assume that my agency only writes insurance for Agriculture accounts. However, Tillman Insurance has other programs that we write and, outside of farming, we write for Campgrounds and RV Parks. Yes, that is a crazy combination and I would never have believed that the two would come together, but 2020 taught us many things and we have to change with these times.

As part of Covid-19, the world is quarantining and there is new interest in the great outdoors. It seems that the American consumer has invested in any product that keeps their family safe, active and in the open air. Go to any recreational vehicle dealership and you will see the floor plans are bare. America is Camping and why not? You get to travel

in your own hotels room that you know to be clean and safe. I have an RV and my whole family loves to go and have an adventure. Right now, more families than ever own an RV and are using them on a regular basis. For years we have had several destinations that are our favorite and we cannot get a reservation. Most campsites have a waiting list months out.

In November of last year, *The Wall Street Journal* posted several articles referencing this trend and the trend of upscale camping facilities. ARVC, which is the National Association of RV Parks & Campgrounds, is constantly writing in their publication and website articles concerning the Camping Craze. It is evident nationwide that campgrounds are at full capacity. All of my RV park clients that have available room are expanding just as quickly as they can.

Many of you already have other activities on your premise in what we call Agri-Entertainment. The traditional agri-entertainment has been corn mazes or other activities patrons can participate while visiting your farm. Here is where Agriculture meets Camping.

Continued on Page 65, See Camping



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Camping, Continued from Page 64

We are seeing farms and present farm clients utilize unused acreage and convert to camping pads. One client has discontinued farming completely and converted his entire operation into an RV park. Converting your entire operation is severe and an isolated case, but the possibility of combining the two is very real.

Let's talk Insurance: Farm liability policies are very clear that operations outside of farming are not covered. This situation is to the point that a roadside stand requires additional liability coverage and you can expect as much with an RV park. A General Liability policy would be required to provide the liability needed for camping premises. Workers' compensation is an area of concern. The State of Georgia does not force farms to purchase coverage for their employees; however, a RV park is not exempt under the state statute. Many of you have additional farm liability through a farm umbrella policy. When you take on additional exposure outside of farming it is very important to clarify with the farm umbrella company that coverage is extended. Buildings and structures converted from the farm would need to be reevaluated for their new use.

Expansion of your farm for additional revenue streams is a natural change. America's desire for the outdoors is very marketable and seemingly here to stay. It is our advice that you consult with an Insurance Professional to lead you through this process. Who knows, your farm could be the next great theme park! 🌰

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The Pecan Grower

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