

# The National Pecan Growers' Council . . .

*a MAP  
success story.*



Where did it begin?  
How did it all happen?  
Where do we go from here?



## How did it all happen ...

Pecans are grown commercially in 15 states across the southern US. Our industry is composed of growers and shellers.

The task was to bring all pecan states and the shelling community together, creating a systematic marketing plan. Growers disagreed with shellers and shellers with growers.



## Where we begin.....

After unsuccessfully trying to obtain MAP funding, Georgia enlisted the help of FAS.

Kevin Sage-El and Bonnie Borris of FAS participated in two regional meetings with pecan growers in early 2010. During the sessions, growers were encouraged to market together, and only then would our industry be considered for funding.

*Thus began the unification process.*

We have made considerable progress with growers and shellers working together, but even today this process is still ongoing.



## Five Priority Markets for International Efforts

In 2011, the NPGC started promotions in countries and/or areas of the world.

China, India, Canada, Europe and Middle East

In 2012 we add the sixth market, Turkey.

Growers and shellers attended trade shows, hosted nutritional seminars, and participated in large consumer venues *as a unified group*.



As we continued to work together, we were able to adopt a unified logo and website ([www.uspecans.org](http://www.uspecans.org))

**US** ★ ★   
**PECANS**

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♥ NATURE'S HEALTH FOOD ♥



# Where do we go from here?





Continue to build a strong world-wide market.  
It takes dedication, organization,  
and hard work.



Many thanks  
to FAS for support and  
encouragement though this  
process.





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