

PECAN COUNTRY NEWS

Volume 25

Fall 2018

On the Calendar

Oct 27:

Pecan Fest Heritage Days, Seguin, TX

Nov 2:

NM Pecan Growers Mtg. Las Cruces, NM

Feb 16, 2019:

NC Pecan Growers Workshop; Clinton, NC

Feb 22-23:

SEPGA Conference & Trade Show; Destin, FL

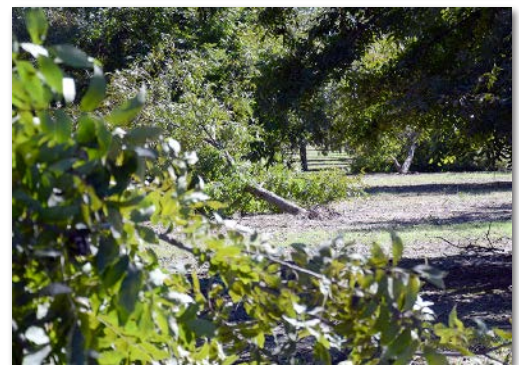
See you there!

Pecan Conferences are great opportunities to check out new equipment and learn from pecan experts.

Another year of late-season weather challenges for pecan growers

First it was historically heavy rains in Texas and Oklahoma; then catastrophic flooding in the Carolinas courtesy of Hurricane Florence. As this newsletter was wrapping up, Hurricane Michael was crashing into the Florida panhandle and quickly spreading havoc across Georgia. Many pecan farmers are facing a harsh reality this month, just as the harvest was beginning. Hurricane Michael not only destroyed much of the crop, but also decimated some pecan orchards, especially in the southwestern portion of the state.

It is the nature of the farming life to be at the mercy of the elements, but this season has been especially tough. Our thoughts and prayers are with our pecan-growing family as we all rise to meet the challenges of this difficult season. Stay safe out there.



The Haydon Family: An Oklahoma Pecan Legacy

On the south side of Deep Fork River, east of Oklahoma City and south of Tulsa, stands a stately two-story home crafted of sandstone blocks. The solid structure, handsome in its simplicity, is a unique monument to the legacy of a true Oklahoma pecan family. The home was built in 1936 for Grover Haydon, his wife Thelma and their two sons, Lew and Paul. The boys grew up in the home, and one day Paul would get married in the living room.

Although they grew up just a few miles apart, Paul met his lifelong partner, Maxine, at an Oklahoma A&M (a.k.a. Oklahoma State University) vs. University of Oklahoma football game and married the next year. By then, Paul had already served in the U.S. Army, including a year in South Korea. He knew his destiny lay in the farming and ranching life anchored on the family land along the Deep Fork River. There, Paul and Maxine would clear the land to raise cattle, pecans and two daughters, Paula and Susan. The girls grew up on the family homestead much as their father did, learning the pecan



Haydon Wedding, 1949

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Pecan Folks

Haydon Family (cont. from page 1)

business from both of their parents.

Over the years, the family's hard work and generous contributions to their neighbors and the broader pecan community would be recognized in many ways. Paul and Maxine opened their farm and home to many students and faculty researchers from Oklahoma State University. They hosted a field day for the Oklahoma Pecan Growers association and each of them were named Oklahoma's Distinguished Grower of the Year—Paul in 1983 and Maxine in 1990. The two received the Distinguished Service Award in 1994, from the OSU Horticulture Department. The Okfuskee County Cattlemen's Association named them Farm Family of the Year in 2000. Just last year, Maxine was named a "Significant Woman in Agriculture" and featured in the *The Oklahoman* newspaper.

In 2015, Paul passed away in the old sandstone house. Maxine and her daughters, Paula and Susan, carry on the family pecan tradition while they continue to modernize and improve the operation. The daughters will tell you that it's about honoring the heritage handed down to them by their father. As she works in the pecan groves on the family place, Susan says, "I know he's there with me."



The family home, built 1936



Maxine and Paul Haydon just a few years ago

NM State University leaders visit Savage Southwest.

New Mexico State University's new President, Dr. John Floros and Dean of the Agriculture College, Dr. Rolando Flores (yes, Dr. Floros and Dr. Flores), visited Savage Southwest recently. Dr. Floros was barely a week into his presidency of NMSU, formerly of Kansas State University.

At Kansas State, Dr. Floros was the Dean of the College of Agriculture. Upon his departure, he was commended for increasing undergraduate enrollment by 27 percent and graduate enrollment by 18 percent. He was also recognized for dramatically increasing the college's international profile and expanding its reputation in the agricultural research community.

Dr. Rolando Flores is a native of Costa Rica and a recent arrival to Las Cruces from the University of Nebraska—Lincoln, where he headed up the Department of Food Science and Technology.

Both of these esteemed educators are interested in the



L-R: Dr. John Floros,
Dr. Rolando Flores and Roger Holt

support Savage provides to the agricultural community in the southwest. They also want to partner with Savage Southwest in our efforts to create innovative technologies and products for the 21st Century pecan industry.

Pecan Pieces

News you can use!

Here's a sampling of pecan-related news available on the internet and some of our favorite pecan publications.

Disaster relief available for pecan tree losses from 2017 storms.

In a late August press release published in the Southeast Farm Press, the U.S. Department of Agriculture announced that up to \$15 million is available to eligible pecan growers and pecan nursery tree growers for losses resulting from the 2017 storms.

The U.S. Department of Agriculture today announced that additional assistance has been made available for pecan growers to replant and replace trees through the Tree Assistance Program as they recover from the impacts of 2017 weather events, which was made available by the Consolidated Appropriations Act of 2018.

"Pecan orchards were hard hit in by storms in 2017. I saw first-hand the damage inflicted on communities, resources and the land." said USDA Farm Production and Conservation Under Secretary Bill Northey. "These funds will help the industry recover and replace lost and damaged trees."

The Tree Assistance Program, TAP, is administered by the Farm Service Agency. This special allocation is for growers that suffered a "mortality loss" in excess of 7.5 percent, but less than 15 percent, adjusted for normal mortality. Those who suffered greater than 15 percent mortality loss are eligible under the standard TAP provisions. Growers should work with their state or county FSA office to learn more and apply for these relief funds.

To qualify for a TAP payment for pecan tree losses, orchardists and nursery tree growers must have:

- Planted, or be considered to have planted (by purchase before the loss of existing stock planted for commercial purposes) pecan trees for commercial purposes, or have a production history, for commercial purposes, of planted or existing trees;
- Suffered a qualifying pecan tree loss in excess of 7.5 percent mortality (after adjustment for normal mortality), from Jan. 1, 2017, through Dec. 31, 2017; and

- Continuously owned the stand from the time of the disaster until the time that the TAP application is submitted.

South Africa pecans revisited

In our previous issue, we reviewed an article by Dan Zedan from the July issue of Pecan South Magazine. The article explored how South Africa was shifting the world pecan market. It got me thinking about a presentation given by Bruce Caris to the National Pecan Shellers Association in September of 2013. This presentation covered the pecan outlook for the world, but it concentrated heavily on information and prognostications concerning South Africa. Have you wondered how the projected growth in South Africa's pecan industry has stood up to several years of unpredictable real life? Way back in 2013 the bar graph showed that South Africa had produced 6500 Metric Tons (about 14.3 mil. pounds) that year and anticipated production of 17,300 MT (38.1 mil. pounds) by 2017 and 22,400 MT (50.4 mil. pounds) by 2018. Bold predictions to be sure. How did they do? Pretty darn well in fact. Actual production for 2017 was 36.4 mil. pounds (less than 5% off the prediction). The 2018 harvest season has now ended in South Africa and best estimates are that the 2018 crop won't be quite as strong as anticipated (around 40 mil. pounds) but still a healthy increase over 2017. So when the current projections show 220 mil. pounds by 2026, we should consider them credible. Given the rising produc-

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Pecan orchard in South Africa

More Pecan Pieces

South African pecans (cont. from page 3)
tion anticipated in the U.S., Mexico, South America and Australia, our industry's challenge will be to find the consumers to eat all of these pecans.

Correction from our last issue:

I'd like to also take this opportunity to admit to a slight (?) error in last quarter's article. I wrote that production in South Africa "could reach 200,000 pounds by 2026." Oops. It should have read 220 million pounds by 2026 as stated above.

USDA announces more online help for farmers

Agricultural producers now have more help available to them to help them better manage operations and deal with natural disasters.

"Agriculture is a risky business," said Agriculture Secretary Sonny Perdue. "At USDA, we're here to help you prepare, recover, and build long-term resilience to natural disasters. Whether you want to visit your local USDA service center or visit our new farmers.gov, we want to help you get the help you need.

Then website launched earlier this year and is "being built for farmers, by farmers." It will include a portal for secure business transactions and a disaster assistance discovery tool.

The discovery tool walks producers through five questions to help them identify personalized results of what USDA disaster assistance programs meet their needs. The farmers.gov portal is the first edition of a secure dashboard for producers to manage program applications and other USDA documents.

Other resources available on the site include a mobile-friendly Service center locator to help you find the nearest available place for help and a farmers.gov blog where you can read stories of how other producers address challenges in running successful agricultural operations. There's also a webpage providing soil health management practices offered by USDA.

"USDA's vision for farmers.gov is to provide farmers, ranchers and foresters with online self-service applications, educational materials, engagement opportunities and business tools," Perdue said. "Our goal is to provide you, America's farmers, with the best customer service, and this

website is one of many ways we're working to do so."

APC welcomes Jeff Smutney

In our last issue we announced a new director for the APC and now we have another new addition to the organization. Here's the announcement:

The American Pecan Council (APC) is pleased to welcome Jeff Smutny as its new Director of Regulatory and Marketing Affairs. Prior to accepting the new role at APC, Jeff served as Western Regional Director for USDA, which oversees several Federal Marketing Orders.

Additionally, Jeff served as the Assistant Division Director in Washington DC for USDA and was a field specialist for Federal Marketing Orders. Jeff also served as Vice-President of Marketing with the California Tree Fruit Agreement, in which he lead both domestic and international marketing programs of over \$11 million. Jeff brings to APC an expertise in USDA compliance, marketing, and regulatory affairs. Please take a moment to welcome aboard Jeff Smutny.

We, at Savage Equipment, and our friends across Pecan Country would like to add a warm welcome to Mr. Smutny.

How's it going with the National Pecan Marketing Campaign?

If the question above has been a concern to you lately, you might want to consult the October issue of Pecan South Magazine. On page six, Catherine Clark presents the first half of her two-part story to provide an answer. She sits down with APC Executive Director Alex Ott and APC grower-member Molly Willis to find out where we stand in the current ad campaign.

It seems some pecan folks have been wondering why we're not seeing commercials on television or billboards on the highway advertising The Great American Pecan.

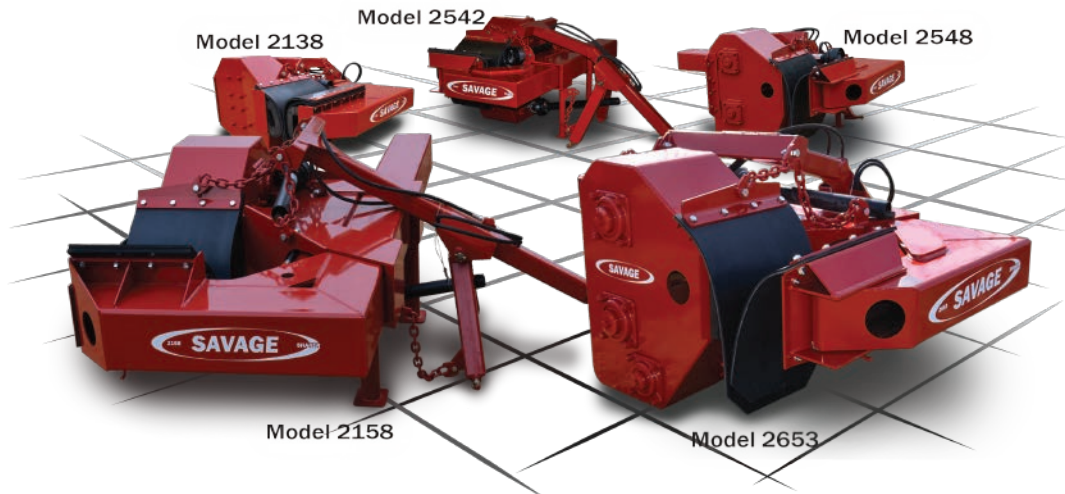
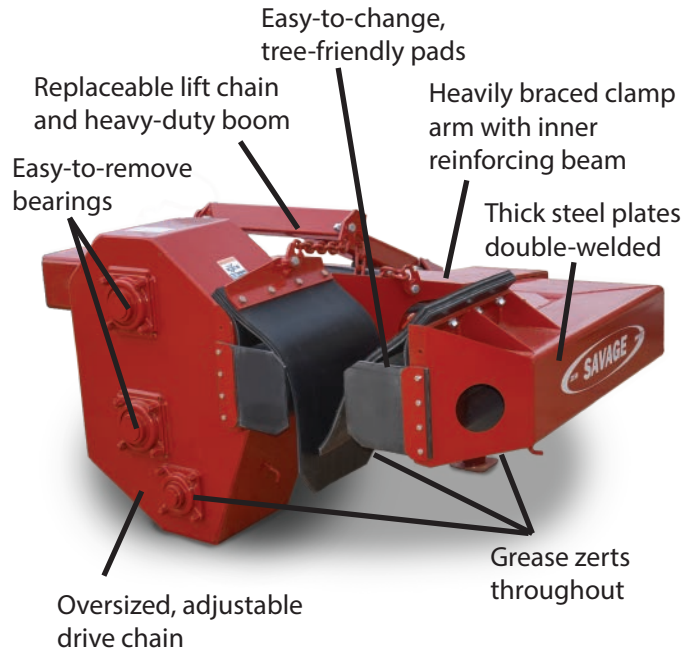
The answers are many but here are a couple of excerpts from each of the interviewees.

Willis: To make sure they got it right, the APC did two very smart things from the beginning. They partnered with a global marketing agency who has

Featured Equipment

**The Savage Shaker:
It ain't what it used to be.
It's way better.**

Our designs have advanced quite a bit since our first Savage Shaker. We now offer five sizes of tree shakers--one to fit any size tree in the orchard. Our rugged shakers are engineered for durability and designed for ease of maintenance, ensuring many seasons of reliable service in the orchard.



Model Number	Min. Tree Diameter	Max Tree Diameter	Shake Pwr. Index	Weight	PTO/HP Required
2138	0"	30"	2.0	1320	540/45HP
2542	*12"	*42"	4.8	2050	540/70HP
2548	*4"	*48"	5.0	2210	1000/90HP
2653	*10"	*53"	6.5	2490	1000/100HP
2158	10"	58"	7.5	2850	1000/115HP

*Subtract 8" when optional donut pads are installed on shaker.

Just Plain Nuts

National Marketing Campaign (cont. from page 4)

successfully done this kind of work for numerous food commodities.

And secondly, they started everything with research. The APC didn't just want to do what they thought would work. They wanted to partner with the experts and have their strategy rooted in consumer insights. Qualitative and quantitative research was one of the first steps taken by the APC. This gives me confidence that we are on the right path.

Ott: Earlier this year, an interesting report came out about how different generations are most likely to discover a product. Baby boomers are most likely to learn through print magazines, newspapers and TV ads. Millennials, on the other hand, were more

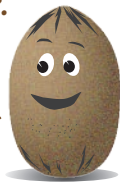
likely to discover a brand through endorsements by well-known individuals and posts by expert bloggers. Billboards didn't even make the list.

In the first full year of marketing efforts, we actually hit all of those elements except for TV ads. We secured features on local and national TV shows, but no commercials. The APC cast a fairly wide net with marketing efforts over the last year, as most Americans are a potential consumer and we needed to raise general awareness. Pecans appeared in thousands of print, online and broadcast news stories – five times more than the prior year. We also partnered with food bloggers, and we got the word out through multiple social media channels.



Sometimes words confuse me, Dez.

Really, Stu? Like what?



Well, for instance...

- Why do "slow down" and "slow up" mean the same thing?
- Why do "fat chance" and "slim chance" mean the same thing?
- And, why don't "wise man" and "wise guy" mean pretty much the same thing?
- Why do we park on a driveway and drive on a parkway?
- When two airplanes almost collide why do they call it a near miss? Wouldn't you call it a near hit?

See what I mean, Dez? Confusing.

This recipe is courtesy of "Granny Frances" Savage and can also be found on the *PecansNow.com* website. It's also a great place to go this time of year for some delicious, fresh pecans.

Fresh Apple-Pecan Bars

Ingredients:

- 3 eggs
- 1 cup oil
- 1¾ cup sugar

Beat above ingredients, then blend in:

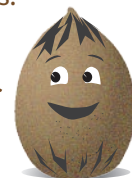
- 2 cups all-purpose flour
- ½ tsp. salt
- ½ tsp. cinnamon
- 1 tsp. baking soda
- 2 cups chopped apples
- 1 cup chopped pecans

Directions:

Spread the mixture out on a large cookie sheet and bake at 350 for 17 minutes. Let it cool and cut it into bars.



An autumn treat that's simple, seasonal and sensational. Can't wait to sample some!



If you've got a pecan story, a good, clean joke or a pecan recipe you'd like to share, send it along to pecancountry@savageequipment.com. We love to hear from our *Pecan Country* neighbors.