



On the Calendar

Apr 27-28:

Expo Agronut; Colonia Lebaron, Chih., Mexico

Jun 9-11:

Oklahoma Pecan Growers Conf.; Ardmore Convention Center

Jul 10-13:

Texas Pecan Growers Conf.; San Marcos; More info at tpga.org.

Aug 25-26:

Arizona Pecan Growers Conf.; DoubleTree Hotel, Tucson

Sep 7-9:

Dia Del Nogalero
Delicias, Chihuahua, MX

From your friends at Savage Equipment

Western pecan growers enjoy a “real” gathering.

The annual March gathering of pecan growers in the western U.S. was one of the last in-person conferences of 2020 before Covid-19 pushed us all into the far less enjoyable “virtual” meeting mode. To the relief of many, the 2022 edition of the Western Pecan Growers Association Conference was a return to an actual face-to-face gathering of pecan folks. The host venue this year was the recently constructed Las Cruces Convention Center after many years at the Hotel Encanto.

The three-day conference included many of the traditional activities, such as the Pecan Food Fantasy Contest, a delicious smorgasbord of pecan goodies for all the sweet-toothed attendees to sample. There were also a couple of new features, like a cornhole tournament and stage presentations from some of the vendors on the final



Savage Equipment's outdoor display at the WPGA Conference, 2022

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The Clough Family's Long Journey in the Pecan Business

Pecans have been part of the Clough (rhymes with tough) family's DNA for a few generations now. The original pecan trees were planted on the family's extensive acreage in southeastern Georgia to serve a dual purpose—first to provide shade for the long rows of chicken houses and hog pens, and second to supply a little extra income from the nuts that fell to the ground. Over the decades, the land was mostly sold off and divided up. When a young Andy Clough, the clan's current patriarch, returned

to the family farm after his father's passing, the operation consisted of 30 acres of pecan trees and another 10 acres of row crops.

These humble beginnings would eventually grow into the multifaceted business that is today's Clough Pecan Company. It didn't happen without a lot of blood, sweat and perseverance from Andy Clough, along with his wife and sons, and decades of plowing their profits back into expanding the operation. In the early days, they had to rent or borrow equipment, including the tractor, to get the trees shaken. The family would harvest by hand until they could sell a few hundred pounds. They would then

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Western Pecan Growers Conf. (continued)

day of conference. Our own, Basil Savage III, provided an overview of the variety of machines produced by Savage Equipment.

This year's educational program, organized by NMSU Pecan Specialist Richard Heerema, included important information on pest management and how to deal with the recent arrival of the pecan bud moth in some western orchards. The timely topic of supply chain disruptions also interested many in the pecan industry. Alex Ott from the American Pecan Council provided information on pecan marketing and recent successes of the APC.



Savage, Nelson Mfg. and COE Orchard Equipment team up to show off a large variety of equipment.

Clough Family Pecan Business (continued)

use that money to pay other folks to come harvest the rest. In addition to good old hard work, the family credits others in the business who helped them get through those lean times. This includes some creative financing that allowed them to acquire the Savage machines they needed as the business grew in stages. They are quick to acknowledge how Basil Savage has walked with them through the years as they developed into the solid, expansive company that exists today.

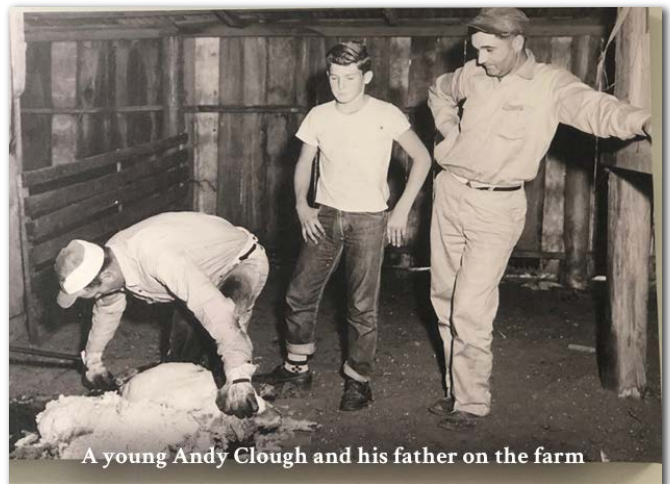
The Cloughs would eventually start a nursery, develop new pecan varieties (including the patented Excel and Eclipse varieties), buy more land, plant more trees, build a cleaning plant, build a shelling plant, and expand into retail operations. Step by step, diversification and growth took hold bringing Clough Pecan Company to a solid and profitable footing.

The Clough family and employees now farm over a thousand acres of pecan trees. Their nursery sells about a dozen varieties of pecan trees, including their two patented varieties. They buy and sell pecans at the wholesale and retail levels and offer cleaning and cracking services. The Clough retail store, in Blackshear, Georgia offers a wide variety of pecan products along with jams, jellies, oils, syrups, sauces and more.

The Clough family history over the past century is a prime example of the Great American Story of people that had a vision for the future and used everything they had to make it a reality. We are pleased to have them as part of our extended pecan family and proud to tell that story.



Three generations of Cloughs in one of their newer pecan orchards.



A young Andy Clough and his father on the farm



News you can use!

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

"Pieces of Pecan" (second edition) is available.

In 2021, *Pecan South* launched a new resource for pecan folks, called *Pieces of Pecan*. It's a yearly online and hard-copy magazine chock full of information about pecans, how they can be used, nutritional findings, wonderful recipes and other items to increase interest in (and demand for) our favorite nut. And, there are no ads!

As they did last year on National Pecan Day, the folks at Pecan South have now released the second edition. They also created a "toolkit" to help pecan industry folks learn ways to use the magazine more effectively.

We made this special edition as a resource for industry members, and now we have created a guide that explains how to get the most out of this magazine.

This is our gift to you, and we encourage you to use Pieces of Pecan in your marketing, consumer outreach, and promotional efforts. In the toolkit, we outline how you can use Pieces of Pecan to connect with your customers and spread the word about pecans.

You can order hard copies of the magazine in bulk to give away as gifts, and you can use links to the online version on your website and in your emails and social media outlets. If you would like to take a look at the magazine you will find it at www.pecansouthmagazine.com/pieces_of_pecan.

If you'd rather watch a video than read...

There are a couple of short videos we recently stumbled across on the internet that might be worth a few minutes of your time. The first one is a short interview with Jeff Smutney, Director of Marketing at the American Pecan Council, that took place at the Grape, Nut and Tree Fruit Expo in California. In the interview by California Ag Network, Smutney speaks about the 2021/22 pecan crop and the success that the APC is having in generating domestic interest in pecans among other topics. The piece is called "State of the American Pecan Industry" and is available at the California Ag Network and on YouTube.

The other video is not specific to pecans but involves almond orchard management practices that some pecan growers might want to incorporate into their operations. The video is called *RESILIENCE: The Whole Orchard Recycling Origin Story*, and it follows the story of third-generation almond farmer Brent Holtz. The six-minute documentary is produced by the Almond Board of California. In it Holtz describes how he was compelled to figure out a way to get rid of orchard wood when the city of Modesto grew to where it bordered his family's farm, and they could no longer burn the waste wood. He began with a small-scale experiment, growing trees in containers and working ground-up garden clippings into the soil. It then expanded to a limited but more scientific trial in the family orchard. Holz eventually recycled an entire orchard, mulching whole trees and working it into the soil before replanting a new orchard.

"We saw increased soil organic matter, we saw increased water holding capacity, we saw less water stress, and ultimately – what growers want to know the most – we saw increased yields with Whole Orchard Recycling."

An article about Holz' experiment (and the documentary itself) is available at www.almonds.com. According to this article, more than 500 farmers in the San Joaquin Valley have adopted the practice and diverted nearly 750,000 tons of wood from being burned. A "How To" guide video for whole orchard recycling is also available at Almonds.com/WOR.

Why is the California Walnut Board talking tacos?

An article on californiaagnet.com (Feb 8, 2022) tells the story of an innovative marketing push that the California Walnut Board launched late last year. The campaign capitalized on two significant food trends amongst modern American consumers. It is becoming increasingly obvious that many Americans are shifting their diet more toward the plant-based side or what the article calls a "plant-forward" diet. The piece also refers to something called a flexitarian diet that is becoming more popular: "primarily vegetarian, with the occasional incorporation of meat and fish." The other trend that inspires the campaign is America's voracious consumption of tacos. Apparently, we eat an astonishing 4.5 billion tacos each year. Wow! "Taco Tuesday" has certainly become a

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Quality Assurance Program (continued)

thing in recent years. The California Walnut Board chose National Taco Day, October 4th, to kick off the promotion.

The board saw these trends as an opportunity to introduce more consumers to the versatility of the walnut by posting a couple of walnut (no meat) taco recipes on various websites and in print media.

In order to leverage the holiday to help drive consumption, the Board shared a recipe press release with a simple prompt and two walnut-meat taco recipes. The release was sent to hundreds of online and print media publications, inviting readers across the country to spice up their favorite taco dishes by making walnuts the star ingredient. Walnut-Stuffed Korean Street Tacos and Walnut “Chorizo” Tacos were highlighted as two tasty and nutritious meal options, loaded with all the goodness of California walnuts.

The campaign traveled far and wide, reaching hundreds of print forums, websites and social media platforms. Why tell the story here? Seems like something similar could work with pecans, which also serve as a great meat substitute (probably better than walnuts).

A new nut conference in Mexico

The first edition of the EXPO AgroNUT is coming soon to Mexico. It will be held in Colonia Le Barón, Chihuahua on April 27 and 28. Growers of pecans and other nuts will gather to learn, exchange ideas and discuss Mexico’s thriving tree-nut industry. To learn more, contact any of the following organizers.

Ing. Gilberto Ramirez, 636-699-2657

Ing. Kevin Salaces, 636-111-9146

Ing. Omar Saenz, 636-112-8932

Intensive cultivation in saline soil conditions

The March issue of Pecan South contains several helpful articles including one that takes a deep dive into the increasingly widespread challenge of growing pecans in salty soil (Intensive Cultivation in Saline Soil Conditions). It is written by Joshua Sherman, Area Extension Horticulture Agent with the University of Arizona, Wilcox. Sherman presents findings from a long-term study of seven cultivars growing in highly saline soils. “Its primary objective was to evaluate the seven different culti-



vars—some popular western grown cultivars and some eastern region grown cultivars—for their responses to being cultivated in a high salinity field-grown condition.”

The article goes into what exactly salt is and its effect on plants. In moderation, salt is actually necessary to plants and humans. At high levels it is bad for both. Sherman lists ten negative impacts that result from too much salt in the soil and water, including inhibition of photosynthesis, reduced water absorption, reduced yield, reduced quality and ultimately, non-recovery (plant death). He also describes some ways that plants are able to cope with too much salt in their environment.

Of particular interest are the findings from several researchers of the influence of potassium to sodium ratio (the foliar K:Na ratio) as a factor in salinity tolerance. Some grasses have been found to have the ability to maintain high K:Na ratios. One researcher’s findings indicated that foliar K:Na ratios were a function of ion transporter genes and that salinity tolerance in plants may be related to increased levels of leaf tissue K:Na ratios.

Many noteworthy results have come from the study thus far. Below are just a few of them.

- Out of these seven cultivars, ‘Elliott’ was and still is the best performer.
- ‘Elliott’ cultivar had a high K (potassium) concentration and shared the lowest Na (sodium) concentrations with the ‘Ideal’ and ‘Riverside’ varieties.
- The relationship of resistance to salt injury with leaf K:Na ratio was nearly as strong as that of Na concentrations alone.
- More than 70% of ‘Giles’ seedlings died early.
- By June 2020, more than 70% of ‘Shoshoni,’ ‘Peruque,’ and ‘VC1-68’ had died.
- ‘Elliott,’ ‘Ideal,’ and ‘Riverside’ had the lowest mortality rates.

If you are one of the expanding number of pecan growers struggling with higher saline soil and water, you will likely find Joshua Sherman’s article illuminating.



Check out the special edition COE Shaker with the cool Savage paint scheme.

For the spring 2022 agricultural/pecan conference season, COE Orchard Equipment created a one-of-a-kind, eye-catching version of their M7R Mono-boom Shaker. This slick-looking shaker with Savage-red and American flag accents appeared at the Tulare and Calusa ag shows in California and the Western and Georgia pecan conferences. Savage has been working with COE for several years now, and many pecan growers have discovered the advantages of using these highly effective shakers in their orchards. COE manufactures both mono-boom and side-mount shakers. COE shakers have John Deere engines, a reversible cleaning fan, touch-screen and joystick controls, a rear-view camera and much more.



Savage Silverline still setting the pace in pecan processing

For a couple of decades now, Savage Silverline machines have, step-by-step, taken the lead in the pecan processing industry. Savage crackers, shellers and other stainless steel nut-handling components have become the industry standard across the globe and for good reason. The engineering team at Savage is constantly working to improve the machines in this line and are always looking to develop the next generation of machines that will improve effectiveness and efficiency within the indus-

try. It's true whether you're running a single cracker custom processing operation or running thousands of pounds of pecans per hour. The recent addition of our large-scale centrifugal meat sizer, vibratory conveyor and the 252S Legacy cracker to our lineup is an indication of our commitment to relentless improvement. But those aren't even the latest innovations. Stay tuned for more advanced systems from the Savage Silverline.





An old, old pecan tree breathes its last.

In mid-February this year, residents of Braselton, Georgia bid a sad farewell to their beloved pecan tree. It stood its ground for many generations—some say three centuries. But after years of decline, it finally died, and a tree service crew began removing the old giant that has been there since before the town of Braselton existed and likely before Georgia was a state.

The 54-inch diameter pecan tree became a cherished symbol for the community after it was protected and even highlighted during construction of the adjacent neighborhood and shopping area in the early 2000's.



The Braselton pecan tree in happier times.



Hey Stu, remember that Benjamin Franklin quote about "an ounce of prevention being worth a pound of cure" in our last issue? It got me thinking about some of his other great quotes.

Seems like he was a real wise guy, huh Gloria?

I guess you could say that. Here are just a few wise sayings from his wonderful publication, *Poor Richard's Almanac*.



"He that falls in love with himself will have no rivals."

"Don't throw stones at your neighbors, if your own windows are glass."

"What you seem to be, be really."

"No gains without pains."

"Dost thou love life? Then do not squander Time; for that's the Stuff Life is made of."

"Glass, China, and Reputation, are easily crack'd, and never well mended."

"Haste makes Waste."

"Search others for their virtues, thyself for thy vices."

"Wish not so much to live long as to live well."

Pecan Crisp Fruit Salad

This delicious recipe comes from the americanpecan.com website which is a great site for recipes and everything about American pecans. The recipe was submitted by food blogger Liz Moody.

Pecan Crisp Ingredients

- 1/3 cup pecan pieces
- 1/3 cup rolled oats
- 3/4 cup oat flour
- 1/3 cup coconut sugar
- 1 tablespoon vanilla extract
- 1/4 teaspoon fine grain sea salt
- 3 tablespoons unsalted butter or coconut oil, softened but not liquid

Fruit Salad Ingredients

- 6 cups fruit of choice, cut into bite sized pieces, blueberries, strawberries and peaches all work well
- Juice of 1 lemon
- Splash of vanilla

Instructions

- Mix together all crisp ingredients except butter.
- Cut in the butter to mixed crisp ingredients and use your fingers to press it into the dry ingredients until a shaggy, sand-like texture forms.
- Bake at 350 F for 10-12 min or until golden brown at edges. Once baked, let crisps cool on pan.
- Mix together fruit salad ingredients.
- Store in the fridge and toss the fruit with the crisp topping just before serving. Recipe serves 4-6.

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.