

PECAN COUNTRY NEWS

Volume 24

Summer 2018

On the Calendar

Jul 15-18:

Texas Pecan Growers Conf.; San Marcos, TX

Jul 20-22:

4-State Farm Show; Pittsburg, KS

Aug 22:

SE Pecan Growers Field Day; Baxley, GA

Aug 24:

Ariz. Pecan Growers Conf. Tucson, AZ

Also, check out the summer pecan events in Mexico on page 4!

Sep 6:

Georgia Pecan Growers Fall Field Day; Byron, GA

Sep 13, 14:

National Pecan Shellers Meeting; San Diego, CA

The American Pecan has a new national brand.

With the launch of the first-ever Marketing Order for Pecans, came a range of new opportunities for the pecan industry. These opportunities are financed by assessments that growers, accumulators and processors pay as a percentage of the pecan tonnage they grow or handle. While nobody likes to pay out more money, the substantial funds generated by these assessments are paying for marketing, research, the collection of useful pecan data and better regulation of grade, size, quality, pack and containers for pecans grown in fifteen states.

In pursuit of stronger marketing for the pecan, the American Pecan Council, which oversees the Federal Marketing Order, hired international public relations firm, Weber Shandwick, to work its magic in bringing the American Pecan into the 21st Century light of day, increasing demand and creating new market opportunities. This firm was just named Global Agency of the Year for an unprecedented fourth consecutive year at the 2018 PRWeek Global Awards ceremony in

London, so I think we can safely assume they're good at what they do.

So, what has Weber Shandwick done for pecans lately? Actually, quite a bit. Following their research into consumers' perceptions about pecans and where they fit into the nut-market landscape, the firm linked up with popular food bloggers to begin nudging perceptions about how pecans can be used. They also created an attractive and useful website that educates potential pecan consumers and serves industry insiders as well. (Go to www.americanpecan.com to check it out!)

In April and May, the American Pecan brand and logo were launched via several venues. Something called a "pop-up shop"

Continued on page 3



Paulk family pecan operation: tradition and innovation

Georgia native, Buck Paulk, grew up alongside many of the pecan trees that now flourish on his family farm. The earliest pecan trees were planted by his maternal grandfather, the son of a German immigrant, in the 1950's. Then Buck's father, Ashley, made substantial additions to the pecan acreage in the 1980's. While his brothers gravitated more toward their father's electrical contracting business, Buck was drawn to his agricultural interests, especially the pecan trees. Over the years, Buck and his father have found opportunities to add to their pecan orchards and now have trees in various stages of development covering over 3000 acres near the town of Ray City, north of Valdosta, Georgia.

Continued on page 2



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Pecan Folks

Paulk family (cont. from page 1)

Buck's wife Kristy is the proud mom of seven kids: Emma, 17; twins Jeb and Brinson, 15; Eliza, 11; Kitty, 9; James Hawes, 4 and Ezra, 2. She must be one busy mom. But, apparently not too busy, as there's actually one more on the way. And, somehow she finds time to keep the books for the family pecan business.

Buck enjoys the challenges of nurturing healthy trees and growing a quality crop of pecans. He says that growing pecans gives God ample opportunities to teach him about patience and perseverance. He also enjoys investigating new ways to make the trees more productive and the operations more efficient. About ten years back he started developing a nursery to grow and graft his own pecan trees, even developing a methodology to get from seed to grafted tree in less than two years. Buck is quick to attribute his considerable success to divine blessings and many people that took the time to help him along the way. His father's farm manager was a particularly valuable mentor. Buck says his mother

taught him much about decision-making in pecan production and his father instilled in him some important business sense. He's also grateful for many dedicated employees that have worked the farm for many years and become like family.

What's next? Besides continuing to find better ways to grow the best pecans, Buck has started investigating citrus growing in the southeast. He thinks he might just "dabble a bit" with that.



Nursery pecan trees thriving on the Paulk place

Introducing Liz Dominguez

At our Savage location in southern New Mexico, we have a new administrative assistant (which means she can be found doing just about anything that needs doing). When you call our Mesquite location, Liz's voice is probably the first one you'll hear, and the crew in New Mexico is thrilled to have her on board. Liz brings a professional demeanor, terrific attitude and great work ethic to help make the new site a true success. Liz knows the local area very well. She's a mom and a "proud grandma." As an added bonus, she's fluent in English and Spanish, which comes in very handy in southern New Mexico. Liz likes to spend her time reading, cooking, taking long walks, gardening and bragging about her grandson. If you're in the area, we hope you'll drop by soon and find out why we're so proud to have Liz as part of the team.



Introducing Raymond Duran

Savage Southwest, based in Mesquite, NM, has a new director of sales for the southwestern U.S.. Raymond comes to us with an extensive history in sales, both regionally and nationally. He hails from just north of Las Cruces, a former neighbor of the "Northern Salopeks." Raymond told us about helping his dad grow pecan trees on their acreage north of town and consulting with the late Tom Salopek regarding how to keep their trees healthy.

Raymond has been married to his high school sweetheart, Linda, for 43 years. She and Raymond have two married sons and two grandchildren.

We're excited to have Raymond on board with the southwest team. He told us he's "looking forward to meeting the many pecan farmers in the area and discussing our innovative machines with people in the industry."



Pecan Pieces

American Pecan Brand (cont. from page 1)

appeared in New York City. It was a one-day-only venture named “The Not Pie Shop”. For the limited time it operated, it was a busy place, where curious consumers mixed with innovative chefs, food bloggers, television producers and food writers. The shop was loaded with a tremendous diversity of pecan-based products, cooking demonstrations, and tasty pecan treats—everything BUT pecan pie of course. The pecan industry was well represented in the shop by David Salopek of Salopek Farms, Molly Willis of Molly Willis Pecans, Angie Ellis of Ellis Bros. Pecans, and Jeff Worn of South Georgia Pecan Company.

Registered dietitian and super-food expert Dawn Jackson Blatner participated in “The Not Pie Shop”. A couple of weeks later, she also did a cooking segment on ABC’s Good Morning America, where she again sang the praises of “the original supernut”. Her segment ran about two and a half minutes and became a trending piece on ABC’s website.

If you’d like to find out more about what the American Pecan Council has been up to and discover some tools that are available to help you communicate the fascinating message of The American Pecan, just point your computer tablet or phone to the americanpecan.com website and be sure to have look around the “For Industry” pages.

News you can use!

The American Pecan Council has a new director!

In early May, the American Pecan Council selected Alexander J. Ott as its Executive Director. Mr. Ott is an industry leader with more than a decade of experience leading agricultural organizations in California. He is currently serving as Executive Director of the California Apple Commission, the California Olive Committee and the California Blueberry Commission. By the time you read this, he will have already relocated from California to the Dallas/Ft Worth area and be firmly at the helm of the American Pecan Council.

According to the press release from the APC, Ott had this to say about his selection to the new position.

“I’m excited to join an organization that has built such strong momentum in such a short time, thanks to the dedication and passion of the people behind it,” said Ott. “I’m humbled

to be able to work on behalf of the thousands of American pecan growers, shellers and handlers across the entire pecan belt to help drive production, support research, educate trade and ultimately grow consumer demand for the American Pecan.”

APC Chairperson, Mike Adams, is extremely confident in the selection committee’s unanimous decision. He says, “Alex Ott has the experience, the education and the vision to lead APC well into the future.” It’s an exciting time for the whole pecan industry and we look forward to what Alex Ott’s leadership at the APC will bring.

New study on pecans’ impact on health

On the National Pecan Shellers Association website (ilovepecans.org) you’ll find an article about a recent medical study conducted to see how pecans affect biomarkers for cardiovascular disease and type-2 diabetes. A more comprehensive article appears in the journal, *Nutrients*, with a very long title: “A Pecan-Rich Diet Improves Cardiometabolic Risk Factors in Overweight and Obese Adults: A Randomized Controlled Trial”

The study, which was funded by the National Pecan Shellers Association, followed 26 men and women with an average age of 59 years.

All meals were provided to carefully control their food intake. For four weeks at a time, subjects ate either a control diet with no nuts or the same diet with pecans substituted for 15 percent of the total calories. Both the control diet and the pecan-rich diet were low in fruits, vegetables and fiber. Calorie levels, as well as protein, carbohydrate, and total fat, were kept the same.

The bottom line of the study was that “eating just 1.5 ounces of pecans—one small handful—every day may protect adults at risk for developing cardiovascular disease and type-2 diabetes.” That’s great news for those of us who already eat pecans on a frequent basis and great news for an industry looking to increase demand with health-conscious American consumers. Let’s spread the good word.

More Pecan Pieces

South Africa's impact on the world pecan market

If your July issue of Pecan South magazine got buried somewhere in your house or office before you had a chance to read it, you may want to dig it out. There's an important article by tree-nut expert, Dan Zedan, entitled "South Africa—The Pecan Industry's Next Paradigm Shift?". This wide-ranging article spans eight pages of the publication. It provides important insights into the historic shifts in the pecan market and some interesting projections for where South Africa fits into a shift that is already underway. The article begins with a definition.

Paradigm Shift: A dramatic change in the basic assumptions, ways of thinking and methodology that are commonly accepted by members of a specific community or group.

Few people are in a position to enlighten us on the world's pecan market with as much knowledge and experience as Dan Zedan. He's on the boards of the American Pecan Council and the National Pecan Shellers Association. He's also vice president of Navarro Pecan Company and owner/president of tree-nut marketing firm Nature's Finest Foods, Ltd.. Dan has made multiple trips to South Africa as an invited expert on the pecan industry and has become a first-hand witness to the pecan industry's growth in Africa.

Mr. Zedan attributes the first three pecan industry paradigm shifts to improved cracking and sorting technology that allowed for faster, more abundant product delivery. The advent of production from Mexico was also a factor. The fourth shift in the industry (about 2007) resulted from China entering the market as a major consumer, with pecans now moving into more of a U.S. export commodity. When demand in China increased, buyers began to bypass pecan shellers and go directly to growers which increased their return on investment in many cases.

Other countries began to see the potential and started planting large tracts of pecan trees.

While Mexico's production has outpaced its northern neighbor three of the past four years, it is South Africa that is about to change how the pecan industry does business.

South Africa has several things going for it when it comes to growing and selling pecans at a profit. It has

abundant flat land with a robust water supply, and it's located at the right latitudes for healthy pecan growth. South Africa also has very low labor costs and minimal insect and disease issues. As a bonus, it happens to have three major ports located along one of the busiest shipping lanes in the world.

Between 2006 and 2017 production increased over 413 percent from 8.8 million pounds to 36.4 million pounds. If early estimates are correct, South Africa could harvest between 45 and 48 million pounds in 2018.

Tree planting is also underway at a rapid pace. Estimates are that production could reach over 200,000 pounds by 2026 under current trends in production and increases in acreage.

There is much more to this article, so we're sure our readers will want to get a copy of the magazine. Interesting times ahead.

Three big Mexico pecan events coming up in August

The fifth Congreso Nogalero del Norte de Coahuila will be held the 2nd and 3rd of August. You can learn more about the event by calling 862-621-36-36 or emailing nuecesdelbravo@hotmail.com. Find it on Facebook, Nueces del bravo SPR DE RL.



The 22nd annual Dia del Nogalero will be held in Delicias, Chihuahua on August 29, 30 and 31. On Facebook: Dia del Nogalero or email nogaleros@prodi-gy.net.mx.



The Simposio Internacional de Nogal Pecanero 2018 will be held in Hermosillo, Sonora at the Salón Partenon, Hotel Santorian on the 6th & 7th of September. For more information: (55) 3871 8700 ext 81339; email: simpodienogal@gmail.com.

Featured Equipment

It's time to prepare!

It's that time of year when most of us northern hemisphere pecan folks begin to realize just how little time is left before harvest season. If you're thinking about adding a new piece of equipment, it's time to place that order. For all those pieces of equipment you already own, it's time to knock off the rust and make sure they're in top shape for the busy season ahead. Here are a few thoughts.

- Consult your operator manual for safe operation and seasonal start-up guidance. (If you've lost your Savage manual, give us a call.) Be sure to keep bystanders well clear when starting and checking equipment.
- Check all hydraulic hoses for cracks and ensure fittings attach snugly. DO NOT check for hydraulic leaks with

your hand, as high-pressure fluid can penetrate the skin and cause severe injury. Use paper or cardboard instead.

- Replace hoses before they become a problem.
- Check belts for slippage and for cracks or fraying, and replace them before they break.
- Clean and grease PTO drive-lines. Ensure they telescope freely and safety shields are in good shape.
- Ensure nuts, bolts, set screws and keys are tight.
- Ensure shields and guards are securely in place.
- Most bearings on Savage machinery are sealed bearings and will rarely, if ever, require grease. If you believe it's needed, apply grease slowly with slight pressure. If the seal has been broken, it will deteriorate more quickly.
- Make sure safety signs are in place and legible.

Savage duo visits our Pecan Country neighbors way down south

South Africa's pecan growers continue to plant new acreage each year and continue to improve their capacity for handling the nuts they grow. A pair of Savage employees, Kenton Stanley and Frank Saucedo, took the painfully long flight to South Africa in mid-June. They were there to touch base with our in-country representative, Werner Hammon, and the growing population of Savage Equipment customers. They were also able to inspect some of the newly installed machinery and offer their expertise on safe and effective operation.

Sorter expert Frank Saucedo, who began his journey from El Paso, Texas, had this to say:

It was a very pleasant experience to meet and travel with Werner. His team is coordinated, friendly and passionate about the machinery we manufacture for the pecan industry. During our trip we were able to tweak and verify the accuracy of our sorters at various customer sites. We were treated wonderfully by the pecan farmers we met. They have a beautiful land with its fauna, food and its people.

Being on the south side of the planet, it was harvest season. This allowed the Savage guys to help several pecan folks get their electronic sorters tuned just right for the busy season ahead. They were also able to experience South African pecan operations in all their glory and attend a pecan field day held at the farm of Savage customer and friend, Stanley De Beer. Continued on page 6



L-R: Frank Saucedo, pecan-grower Pieter Burger, Werner Hamman and Kenton Stanley



Pecan Field Day in South Africa, featuring a shiny new Savage cleaning plant

Just Plain Nuts

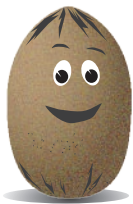
South Africa (cont. from page 5)

International sales rep, Kenton Stanley thoroughly enjoyed the visit (not so much the plane ride).

The people of South Africa are some of the most hospitable people I've ever been around. It was a treat to experience their culture and how well they welcome their guests. They're pretty good at growing pecans too. The Vaalharts Valley is rich in agricultural history and has one of the greatest irrigation schemes in the world. I'm very thankful to Werner Hamman and our South African customers for their warm hospitality.



Our crew got some close-up views of lions



Hey, Stuart! It's time to roll out those lazy days of summer.

I know--I've been looking forward to it all year.



I'm so lazy I get jealous when it's bedtime in other countries.

The farther away the remote is, the more I like what's already on the TV.

It's not that I'm lazy really, it's just that I honestly enjoy doing nothing.

Some might call it laziness, but actually, I'm a recovering workaholic.

I know--there really is no excuse for laziness. But, if you do happen to find one, let me know.

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@savage-equipment.com. We love to hear from our Pecan Country neighbors.

We're grateful to our very own Nancy Pinson, from our Georgia office, for sharing her favorite pecan recipe with us.

French Quarter Pecan Spread

Cheese layer:

- 8 oz cream cheese, softened
- 1 tsp finely grated sweet onion
- 1 tsp finely minced garlic clove (or ½ tsp garlic powder)
- ¼ tsp dried mustard
- 1 tsp Worcestershire

Pecan Topping:

- ¼ cup butter
- ¼ cup brown sugar
- ½ tsp whole grain mustard
- 1 tsp Worcestershire
- 1 pinch cayenne pepper
- 1 cup PECANS, roughly chopped, lightly toasted

Directions:

1. Mix together cheese-layer ingredients by hand or on low-speed mixer. When well mixed, form into a disc about 6" round and 1" high, place on a ceramic type dish about 12" or more across. This can be made a day ahead and refrigerated. If refrigerated take out 1-2 hours prior to making pecan topping.
2. In a saucepan or skillet, melt butter over medium heat. Add next four ingredients and heat until sugar dissolves, over low heat. This will take 4-5 minutes.
3. Add toasted pecans to mixture. Allow to cool a few minutes and then pour over cream cheese mixture. Serve with your choice of crackers. My favorites are Triscuits, Ritz, Carr's Wafers.