



Wholesaling Pecans

Selling Your Crop

PREPARATION TO SELL CROP

1. Try and Grow Good Quality Pecans

2. Know what you have

- Sampling, is sample representative
- Grading, done properly, ie is grade valid
- Size, count or variety- could affect pricing
- Quality issues

3. Pricing equation

$$\begin{aligned} &\text{Edible Yield\% X Meat Point Price} \\ &= \text{price per pound \$} \end{aligned}$$

3. Pecan Markets

A. Markets for Inshell

- Export
- Gift Pack-Holiday season
- Shelling (Meats)

B. Which one(s) works for me

- Varieties
- Harvest season
- Crop size
- Logistics

4. Identifying Buyers

A. Broker

- Buys and or accumulates then resales
- Can also be Exporter

B. Exporter/ Importer

- Broker who buys primarily to export or import

C. Sheller or processor

- Buys directly to process and resale meats

5. Selecting Potential Buyers

- Select buyer(s) who fits your needs
- Track record of company or individual, years in business, financial stability, reputation
- Contact and ask questions, Terms, shipping, etc.
- Talk to other growers
- Talk to with different buyers or companies

6. Deciding to sell

A. Factors affecting Annual Market

- Crop size-U.S., Mexico, S. Africa
- Carry in- sold and unsold inventories
- Demand
- Misc. -tariffs, economy, new players

B. Hold, Sell or Cold Storage

- Current price
- Upside or downside of market
- Financial Position
- Coldstorage cost

7. Selling

- Get bid(s)
- Parameters, ie minimum grade, count, etc.
- Shipping, pick up or delivered, bulk or sacked
- Terms – cash? (same day or 30 days), delayed.

8. Make the deal

- Clairify any questions
- Ask for contract or PO spelling out agreement

9. Shipping or Delivery

- Weights- 3 if possible, Yours, Theirs, Independent
- Logistics –Communication is key

10. Grading

- Done together, done at plant
- Know your Grade(s) ahead of time
- Resolution of difference(s) weights also

11. Payment

- Check, wire transfer, gold bars

12. Relationship with Shelling companies

- They are Businesses like you trying to a make profit
- They are the ones who market your pecans
- Without them how would market your crop?
- Together we are an industry