



Dear Members,

January 2023

We hope your new year is starting off well! We know many pecan growers across Texas were happy to see 2022 and the difficult conditions the year brought in the rearview mirror. We hope this year meets you with great success during the growing and harvest season. The Texas Pecan Growers Association (TPGA) staff and Board of Directors will continue to work throughout the year “to assist Texas pecan growers in growing pecans profitably through education, research, promotion, and advocacy.” After all, it is TPGA’s mission statement.

Below we will highlight some of the TPGA efforts, focusing on different segments of the mission statement. We have also included a list of some of our membership benefits in this mailing. Additionally, make sure you are getting the TPGA and *Pecan South* email newsletters and following us on social media to keep up all that is going on in the pecan world!

We want to first highlight the immense amount of projects accomplished through grant money on behalf of Texas growers. In the last two years, TPGA has handled \$706,000 in grants focused on horticulture and pest education, research, supply chain issues, marketing, and more. This is the most funds the association has obtained and managed to support Texas pecan growers. This year’s awarded Specialty Crop Block grant will focus on creating an assessment of the Texas pecan industry, its producers, and their needs. TPGA and Texas A&M partnered together on this grant to conduct surveys and town halls around the state. The information collected through this grant will be incredibly important in assessing the needs of growers and creating solutions through organization and industry projects. Please plan to take part and keep an eye out for more news on this project!

TPGA’s education program reaches its peak at the Annual Conference and Trade Show. This year’s 102nd show will be July 30 to August 2, 2023, at a new Embassy Suites facility in Denton, Texas. The new facility, top-notch educational program, events, and more are something you don’t want to miss! Of course, throughout the year TPGA is providing an abundance of educational materials through the website, e-newsletter, and *Pecan South* magazine. *Pecan South* is included in your membership and brings you cutting-edge horticulture and business articles, industry updates, and much more each month.

To provide tools and information for our members, TPGA propels pecan research forward. Whether advancing research at the state colleges and universities such as Texas A&M, contributing on the national stage through the USDA Agricultural Research Service pecan breeding program and national health studies, or sponsoring the Brison Scholarship each year, TPGA works to provide opportunities for continued pecan research.

Promotion of your Texas pecans is always at the top of our list, so you have the best chance to sell your pecan products. We continue to offer recipe and nutritional brochures, the consumer magazine *Pieces of Pecan*, the Holiday Trail Map, sponsorship of the Texas Pecan Show, and more each year to promote your pecans. The last two years we have partnered with the Texas Department of Agriculture, who received \$4 million in grant money to promote Texas products, and put pecans front and center. Projects—to name a few—included food shows for producers, consumer promotions, and inbound trade missions bringing in foreign buyers. Last but not least, our two websites have listings for members, and during the fall we see 40,000 visitors to the website with 65% of people looking at the Where to Buy section. If you aren’t listed, be sure to contact our office!

Advocacy was added to our mission statement last year, but as one of the founding members of the National Pecan Federation (NPF), TPGA has been giving members a voice in Washington, D.C. for several years. The work we do with NPF has provided pecan growers trade mitigation payments, disaster relief assistance, increased focus on reducing the tariff into India, an additional \$17 million to the ARS pecan program, among many other grants and projects. TPGA has been on the front line of this work, as well as leading efforts focused on state government advocacy, partnerships with universities, and connections with pecan industry groups.

Over the last five years, the value of TPGA membership has greatly increased, with over \$300,000 in membership services, not including grants, staff costs, and less quantifiable benefits such as physical and online promotions. TPGA provides a strong value for a reasonable price, with \$200 membership fees. Each member would have to pay an estimated \$2,543 in dues annually to match just the baseline services being offered, and we are adding more membership benefits each year!

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As we work each day on behalf of our members, I'm proud of the work our staff and Board of Directors have accomplished. The TPGA team looks forward to continuing to carry out the mission of TPGA and advancing the needs of its members. If you have questions about your membership, need anything, or simply want to say hello, just reach out!

Blair Krebs
Executive Director
Blair@tpga.org

Meghan Mabry
Membership Director
Meghan@tpga.org

Catherine Clark
Managing Editor
Catherine@tpga.org

Jaelyn Uzcategui
Office Manager
Office@tpga.org

Texas Pecan Growers Association Membership Benefits

Education

- Organize and conduct the Annual Texas Pecan Growers Conference and Trade Show, with programs tailored for our membership including educational seminars, trade show, orchard tour, Pecan Pairing Program, grower awards, Texas Pecan Show, family events, and more.
 - This year is the 102nd Annual Conference on July 30 - August 2, 2023 in Denton, Texas;
Discounted registration for members.
- Sponsor the annual Texas A&M AgriLife Extension's Texas Pecan Short Course
- Provide educational resources and information from the TPGA office, website, and e-newsletter
- Good Agricultural Practices (GAPs) for pecans created and distributed to the industry
- Maintain new and accurate pecan publications to include for sale in the Native Nut Book Nook bookstore
- Publish *Pecan South* magazine monthly, with contributors providing information on management, research, industry, and more

Research

- Support and fund Extension and Research personnel and projects across the state
- Support and obtain additional funding for the USDA Agricultural Research Service (ARS)
- Advocate for health studies nationally, such as the National Institute of Health
- Award the Fred Brison Scholarship annually to a Texas A&M horticulture student
- Work toward the goal of a pecan endowment program
- Facilitate and manage numerous grant projects that support growers and researchers

Promotion

- Promote Texas pecans and TPGA members to both buyers and consumers
- Create and maintain website listings to promote TPGA members that sell pecans to the public on two websites: www.tpga.org and www.buytexaspecans.com
- Apply and manage grants that will promote and benefit Texas pecans
- Work with the Texas Department of Agriculture on international and domestic pecan promotion projects
- Provide recipe and nutritional brochures to TPGA members free of charge
- Publish Pieces of Pecan; a consumer magazine for the industry to use and promote pecans
- Sponsor pecan events, festivals, and programs
- Annual Holiday Pecan Trail Map highlighting TPGA members for consumers over the holiday season
- Host a Commercial Members section of the TPGA website to recognize and promote our commercial members supporting the pecan industry
- Assist Texas A&M AgriLife Extension and Research personnel with promotion of the Texas Pecan Show, hosting the state competition at the Annual Texas Pecan Growers Conference and Trade Show

Advocacy

- Political lobbying for pecans at the state and national level
 - A founding member and contributor to the National Pecan Federation for national lobbying efforts
 - A member of the Texas Agricultural Council for state level lobbying efforts
 - Members of other industry groups that advocate for pecans and tree nuts
- Ensuring the continuation of pecan personnel positions and research
- Work with and create partnerships with other industry groups
- An office and full-time staff that works for you and the pecan industry, giving the Texas pecan industry a collective voice.

The Texas Pecan Growers Association has a lot more in store. Help us assess what benefits would work best for you and your business by filling out the included questionnaire. You can mail, fax, or email the form to our office. Fax: (979)846-1752 Email: Meghan@tpga.org.

Information will be used for office purposes only.

A Letter from the TPGA President

Dear fellow TPGA members,

This year, many of us faced crop and pricing challenges but made it through because pecan farmers are optimists. There are still going to be a lot of challenges in the new year, with continued high input costs and who-knows-what with the weather, but pecan growers know how to plan early and work hard! Now that 2022 is over, let's hope for better weather and markets in 2023.

Through it all, the Texas Pecan Growers Association (TPGA) has been here to assist and promote its members, whether it be through education, research, promotion, or advocacy. For me, the advocacy work TPGA does with the National Pecan Federation (NPF) is hands down the best money growers are spending to get money back into the pockets of farmers.

TPGA is a founding member of NPF, and the funding it contributes each month gives the Texas pecan industry a strong voice in Washington, D.C. through the Redding Firm. TPGA and NPF's partnership has provided disaster relief assistance, crop insurance reform, tariff mitigation payments, millions to pecan research, opportunities in new markets, and so much more. Times and markets are tough, but I believe these voluntary investments are paying the best dividends. You can support these efforts by continuing to be a member of TPGA, but to have a successful advocacy program, you must also have a political action committee. Please consider contributing to the PECAN PAC, 313 Massachusetts Avenue NE, Washington, D.C. 20002.

The TPGA Conference and Trade Show is always a big highlight for me, being able to learn, share, and enjoy time with pecan growers from around the state. We are at a brand new location, Denton, Texas, just north of Fort Worth. This beautiful new location offers an amazing facility with a new updated layout that everyone will enjoy. Not to be outdone, the town of Denton has a spectacular downtown, several colleges, and a great food scene. The conference is always a not-to-be-missed event, but the new location will only amplify the event for you and your family. See you July 30 - August 2 in Denton!

Most importantly, I want to say that TPGA is the leading organization across the state, nation, and globe. TPGA is the go-to for everything pecans. That is something to support and be proud of! While we are taking care of our duties in our orchards and businesses, our TPGA staff goes to work every day on our behalf, and they are killing it! I get to see the work firsthand, and I can say that the TPGA staff is the best team in the industry. We are lucky to have them representing us and leading the pecan industry.

Best of luck this year!

Jake Montz
TPGA President

TPGA Mission

To assist Texas pecan growers in growing pecans profitably through education, research, promotion, and advocacy.

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Texas Pecan Growers Association
4348 Carter Creek Pkwy, Suite 101
Bryan, TX 77802

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Welcome these new Texas Pecan Growers Association Members!

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Jesus Flores	Medina, TX	Braden Tondre	College Station, TX
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Anthony Cavaliero	Coldsprings, TX	Carol Rogers	Driftwood, TX
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Texas Pecan Growers Association
4348 Carter Creek Pkwy. Suite 101, Bryan, Texas 77802
Phone: (979) 846-3285 Fax (979) 846-1752
www.tpga.org • pecans@tpga.org