



103rd Conference and Trade Show

July 14-17, 2024 • Embassy Suites by Hilton San Marcos Hotel Conference Center

The Texas Pecan Growers Association invites you to join us for our 2024 Conference and Trade Show this July at the Embassy Suites in San Marcos. This packet includes Conference registration forms and details. If you have any questions, please contact our office at 979-846-3285 or pecans@tpga.org.

ROOM RESERVATION DETAILS

TPGA has a discounted group rate at Embassy Suites by Hilton San Marcos Hotel Convention Center.

Reserve your room with group code TPG online or contact the hotel and identify yourself as part of the Texas Pecan Growers group. The discounted group rate is offered until the room block runs out.

The TPGA rate is \$174 for a single or double. Our guaranteed block includes Saturday through Wednesday nights, departing on Thursday.

CASINO NIGHT

This Conference-favorite returns on Monday night at the Embassy Suites. Casino Night will feature games, dinner sponsored by **AMVT**, and a bar sponsored by **Big Star Ag Source and Wizard Manufacturing Inc.**

Be sure to reserve your tickets early for this spectacular Monday event as space is limited.

TEXAS PECAN AND WINE PAIRING

Join us for a Texas Pecan & Wine Pairing! **Wedding Oak Winery and Texas Hills Vineyard** present a pecan and this special Tuesday night event at **Swift River Pecans**. Come sample wines and learn how different selections pair with pecans. Limited tickets available. Bus transportation is available as long as enough tickets are sold.

ORCHARD TOUR ON WEDNESDAY

This year's annual orchard tour will visit WW Farms in Seguin on July 17. The ticketed event will cover three adjacent orchards, each with unique management challenges and practices.

The first orchard is upland and non-irrigated with intensive regenerative farming. The second is a pecan bottom with cattle and a low density of pecan trees. The last orchard on the tour has a very high density of pecan trees and a bottom that's not irrigated with no cattle. We'll end with lunch and conclude the conference.

Lunch sponsored by Bergen Ag Innovations. The cost for the tour is \$20 per person; children get in free. Bus transportation is available as long as enough tickets are sold and priced at \$20 per ticket.

REGISTER ONLINE HERE:



REGISTRATION FORMS CAN BE FOUND ON THE FOLLOWING PAGE.

Register for the conference, pre-order TPGA merchandise, sign up for our 2024 recipe contest, and contribute to Texas pecan research, education, and Extension.

Conference Agenda

SATURDAY, JULY 13, 2024

3 p.m. TPGA Board of Directors Meeting

SUNDAY, JULY 14, 2024

10 a.m. - 5 p.m. Trade Show Setup

(Not open for public viewing)

10 a.m. - 5 p.m. Conference Registration opens

1-3 p.m. Texas Pecan Board meeting

4 p.m. Pecan Pairing Program

6 p.m. Trade Show Grand Opening & Welcome

Reception— Hors d'oeuvres sponsored by ICL and

WECO; a reception bar sponsored by Air-O-Fan

Products Corp, Flory Industries, Gillison's Variety

Fabrication, RKJ Equipment, and Weiss McNair.

Reception sponsored by BASF. Includes State Pecan

Show, Fundraising Raffle drawing, & Silent Auction.

MONDAY, JULY 15, 2024

8 a.m.-5 p.m. Registration, Trade Show; State Pecan Show open

8:30 a.m. Mini Pecan Short Course by Texas AgriLife Extension (3 CEUs available)

9 a.m. The Native Nut Book Nook opens

Noon Lunch on your own; Research & Extension

Luncheon (invite only)

1:30-5 p.m. Educational Program; the Silent Auction closes at 5

5-6 p.m. PECAN PAC Reception

6:30-10 p.m. Casino Night at Embassy Suites. Dinner

sponsored by AMVT; bar sponsored by Big Star Ag

Source and Wizard Manufacturing Inc. (Ticketed event)

TUESDAY, JULY 16, 2024

8 a.m.-5 p.m. Registration and Trade Show

8:30 a.m. - 12 p.m. Educational Program

Noon Lunch on your own

Noon Native Nut Book Nook & State Pecan Show close

1:30-5 p.m. Educational Program

6-8:30 p.m. Texas Wine and Pecan Pairing Event with

Wedding Oak Winery and Texas Hills Vineyard at

Swift River Pecans. (Ticketed event)

WEDNESDAY, JULY 17, 2024

8:30 a.m. Orchard Tour—WW Farms in Seguin

Lunch sponsored by Bergen Ag Innovations

(Ticketed event)

SUPPORT THE PAC

The National Pecan Federation's Political Action Committee

What does the NPF do?

The NPF advocates for the pecan industry using the services of The Redding Firm. Advocacy takes on various forms and often begins with educating key policymakers about the industry's concerns, and, depending on the issue, might involve partnering with other specialty crop organizations or working with state departments of ag and other industry participants. A well-funded PAC is essential to ensuring the industry's voice is heard in D.C.

What has NPF/PECAN PAC accomplished?

1. Millions to producers for disaster assistance, tariff mitigation, and relief efforts
2. A 70% reduction in the tariff for pecans going into India
3. Research and Promotion authority to assess imported pecans expected to generate \$4,000,000 in additional marketing and research funding.
4. \$5,500,000 funding for cracking and pasteurization research
5. \$5,500,000 funding for pecan breeding research
6. Pecan Crop Insurance reforms
7. USDA pecan purchases for feeding programs
8. Working to get pecans included in senior, school, and other food programs

What are NPF/PECAN PAC's current priorities?

1. Improvements to Federal Pecan Crop Insurance & Tree Loss Insurance
2. Processing and breeding research continued funding
3. Positioning the industry to benefit from the Biden Administration's carbon sequestration initiatives

To have a successful advocacy program, the pecan industry must have a political action committee. The Pecan PAC can accept contributions from individuals, partnerships, or LLCs. Contributions are limited to \$5,000 per year. TPGA will send all contributions collected through this packet to the PAC. If you would like to contribute directly, you can mail contributions to:

PECANPAC

313 Massachusetts Avenue NE
Washington, DC 20002

Conference Educational Program

Monday, July 15, 2024

8:30 AM	Texas AgriLife Mini Pecan Short Course , 3 CEUs—2 IPM and 1 general
8:30 AM	Management of Feral Hogs with Kaput System —Aaron McCoy, Hays County AgriLife Extension
9:15 AM	Pecan Nut Quality Determinants —Dr. Larry Stein, Texas A&M AgriLife Extension, Uvalde
9:40 AM	Cover Crops in Orchards —Stephen Janak, Texas A&M AgriLife Extension, Hallettsville
10:05 AM	Refreshment Break in the Exhibit Hall/Trade Show, sponsored by Exact Corp
10:30 AM	Managing Pest and Beneficial Insects in Pecan Orchards —Dr. Kyle Slusher, Texas A&M AgriLife Extension, Stephenville
11:00 AM	Pecan Disease Management Update —Dr. Young Ki Jo, Texas A&M AgriLife Extension, College Station
11:25 AM	Foliar Nutrient Sprays —Dr. Monte Nesbitt, Texas A&M AgriLife Extension, College Station
11:50 AM	Mini Pecan Short Course Q&A and Evaluation , collect 3 CEUs
12:00 PM	Lunch on own/Visit the Trade Show & Research and Extension Luncheon (invite only)
1:30 PM	President's Welcome — Jake Montz, TPGA President
1:45 PM	Remarks from Special Guest
2:15 PM	Working for Pecan Growers: An Update from National Pecan Federation & Washington, D.C. — Robert Redding, The Redding Firm
2:45 PM	Exhibitor Presentation — George Hahn, California Vermiculture LLC
3:00 PM	Refreshment Break in the Exhibit Hall/Trade Show, sponsored by South Plains Implement
3:45 PM	Exhibitor Presentation —TBA
4:00 PM	Identifying Pecan Cultivars Using Cost-Effective Genetic Sequencing — Dr. Warren Chatwin, USDA-ARS
4:30 PM	TBA —Speaker

Conference Educational Program Continued...

Tuesday, July 16, 2024

8:30 AM	Irrigation Water: It's Getting Scarce in Texas —Mark Friesenhahn, Comal Pecan Farm
9:00 AM	Planning for Profitability —Dr. Charles Rohla, Noble Research Institute
9:30 AM	Exhibitor Presentation —Ralph Steger, Krak-N-Blo Pecan Pro
9:45 AM	Refreshment Break in the Exhibit Hall/Trade Show, sponsored by Bergen Ag Innovations
10:15 AM	Exhibitor Presentation —TBA
10:30 AM	Evolution of the Grocery Shopping Experience —Beau Hayden, Vice President, Strategic Intelligence
11:00 AM	An Update from the American Pecan Council and American Pecan Promotion Board —Anne Warden and Serena Schaffner
11:30 AM	Texas Pecan Growers Assoc. and Texas Pecan Board Business Meetings & Awards
12:00 PM	Lunch on own/Visit the Trade Show
1:30 PM	Exhibitor Presentation —TBA
1:45 PM	Regenerative Experiments & Bat Studies at Swift River Pecans LLC —Troy Swift
2:15 PM	Survey Research Results Depicting the Status, Needs, and Direction of the Texas Pecan Industry —Dr. Monte Nesbitt
2:45 PM	Exhibitor Presentation —Bergen Ag Innovations
3:00 PM	Refreshment Break in the Exhibit Hall/Trade Show, sponsored by Specialty Crop Trade Council
3:45 PM	The Pecan Market: An Insider and Outsider Perspective — Panel moderated by Anne Warden
4:30 PM	Pecan Crop Estimate & Understanding Industry Numbers — Lalo Medina, Pecan Grove Farms

REGISTER ONLINE AT [TPGA.ORG](https://www.tpga.org)

This packet includes forms to register for the conference, pre-order TPGA merchandise, sign up for our 2024 recipe contest, and contribute to Texas pecan research, education, and Extension.

Registration Form

Please complete this form to register for TPGA's 2024 Conference and Trade Show, July 14-17 at the Embassy Suites by Hilton San Marcos Hotel Conference Center. **Register online: TPGA.org/tpga-events/**

PERSONAL INFORMATION

Full Name :

Name of Plus-one:

Email : Phone :

Address:

City, State: Zip Code :

CONFERENCE REGISTRATION

TPGA member, admits 2 Early bird, before June 19	\$140	<input type="checkbox"/>
TPGA member, admits 2 Registering after June 19	\$160	<input type="checkbox"/>
TPGA non-member, admits 2	\$180	<input type="checkbox"/>

Confirmed exhibitors do not pay a registration fee. Registration discounts end July 13. Registration fee subject to change Conference weekend.

PECAN PAIRING PROGRAM

This program offers you the chance to meet other growers from your region. Participants meet up near the registration desk at 4 p.m. on Sunday before the Grand Opening Reception. TPGA staff will email more details before the event.

Check this box if you'd like to participate

SPECIAL EVENTS

		# of tickets
Casino Night, July 15 6:30-10 p.m. at the Embassy Suites. Dinner & drinks included.	\$45	<input type="text"/>
Texas Pecan & Wine, July 16 6-8:30 p.m. with Wedding Oak Winery & Texas Hills Vineyard at Swift River Pecans. Tickets limited.	\$35	<input type="text"/>
Orchard Tour, July 17 WW Farms. Lunch included. Kids attend free.	\$20	<input type="text"/>
Bus Transportation, July 16 for Tuesday Night	\$20	<input type="text"/>
Bus Transportation, July 17 for Orchard Tour	\$20	<input type="text"/>
Total for special events:	\$	<input type="text"/>

SEE BACK FOR MORE REGISTRATION DETAILS

Sign up for our 2024 recipe contest, pre-order TPGA merch, and make contributions to Texas pecan research, education, and Extension.

PECAN CANDY CONTEST

TPGA hosts a Pecan Candy Contest during the Grand Opening Reception on Sunday, July 14. All attendees are invited to participate. **If you want to enter a recipe into the contest, please fill in the recipe and baker's names on the lines below.** The winner will be featured in the TPGA recipe brochure and Pecan South. Desserts must be in disposable containers and should be delivered to the Registration desk by 4 p.m. on Sunday before the Grand Opening Reception.

Recipe name

Baker name

Pre-Order Your TPGA Items

Make your conference experience smoother by pre-ordering hats, membership signs, and other bookstore items.

MERCH

		Qty.	Subtotal
TPGA Hats , maroon, gray, or brown. Circle color. Limited stock.	\$25	<input type="checkbox"/>	<input type="text"/>
TPGA Tumbler , black matte with a fun pecan-themed phrase and TPGA logo. Limited stock.	\$25	<input type="checkbox"/>	<input type="text"/>
Membership Sign , weather-resistant sign has TPGA logo and is sized 12-by-12 inches. Limited stock.	\$30	<input type="checkbox"/>	<input type="text"/>

MARKETING MATERIALS

Texas Pecan Promotional Package: Created by TPGA and Pecan South, this package includes discounted marketing materials for Texas industry members to use in consumer outreach. **See flyer for more info. Orders will be hand-delivered at the conference.**

Tier #

Pieces of Pecan 2024: TPGA publishes a consumer magazine to help educate consumers. These magazines are available in bulk at cost for industry members to use. Orders will be hand-delivered at Conference in bundles of 10. **\$3 per magazine; \$30 per bundle.**

of magazines

Subtotal

Total for pre-order items

\$

Contributions

RAFFLE TO SUPPORT TEXAS EXTENSION & PECAN RESEARCH

Amt. enclosed \$

All proceeds from the raffle go to Texas Pecan Research and Extension.

Two grand prizes:

- **3-night stay at Story Book Cabins in Ruidoso, New Mexico**, for up to 4 adults. Blackout dates and exclusions apply. Certificate expires one year from July 14, 2024. Winner will receive a printed certificate from Story Book.
- **17 HMR rifle** donated by Larry Don Womack and Jake Montz, the perfect squirrel deterrent

The drawing will take place at the Grand Opening Reception on Sunday.

You do not need to be present to win. **\$25 per ticket, limit of 300 available. Buy 4 tickets, get the 5th free.**

FRED R. BRISON SCHOLARSHIP FUND

The \$1,000 Fred Brison scholarship is presented annually by TPGA to a student in the Horticulture Department at Texas A&M University. If you are interested in contributing to our scholarship fund (or the TAMU Pecan Endowment), you may use this registration form to do so.

TEXAS A&M PECAN ENDOWMENT

These contributions support the creation of a pecan endowment at Texas A&M University to support pecan research and the Texas A&M pecan program.

SPONSOR THE TPGA CONFERENCE

Everyone can help make TPGA's Conference & Trade Show successful. If you're interested in sponsoring the conference, please write the amount you wish to contribute on the line to the right.

PECAN PAC

To have a successful advocacy program, the pecan industry must have a political action committee. The Pecan PAC can accept contributions from individuals, partnerships, or LLCs. Contributions are limited to \$5,000 per year.

Total for contributions \$

Finish your registration on the next page.

Complete Registration

SILENT AUCTION

Funds generated from the Silent Auction go to Texas Pecan Extension and Research. Your contribution is for a good cause and can help promote your company or product. If you'd like to donate, please write a description of the item and give an estimated value. Items must be mailed to our office or delivered to the Registration Desk at the Conference before Sunday night's Grand Opening Reception.

Item description

Attribute donation to

Estimated value

TPGA MEMBERSHIP 2024-2025

Many TPGA memberships expire on June 30 (you can confirm in the membership area of the website). If yours is expired or about to expire, please take this opportunity to renew. This packet includes a renewal form. Through your membership, you support valuable research, work with the Texas Department of Agriculture and grants, and advocacy programs with the National Pecan Federation, and more. **Please fill out the attached form.**

REGISTRATION TOTAL

1. Registration Fees

2. Membership dues

3. Total \$\$ for special events

4. Total \$\$ for pre-order items

5. Total \$\$ for industry contributions

TOTAL ENCLOSED

Mail this registration form along with a check or money order to:

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

Our Sponsors

Thank you to every sponsor for helping to make this year's conference special! The Texas Pecan Growers Association looks forward to celebrating with all of you at our 103rd Conference and Trade Show in San Marcos.



QUALITY SINCE 1936



Specialty Crop
Trade Council



NAME _____ DATE _____

FARM NAME, if applicable _____

ADDRESS _____ CITY, STATE, ZIP _____

PHONE _____ CELL PHONE _____

EMAIL _____

Note: Some communications are only sent via email.

COUNTY in which your pecans are grown _____

Do you sell pecans directly to the public? Yes No

If so, do you wish to be listed on the "Where to Buy Pecans" page on our website? Yes No

Do you offer any custom services, such as spraying, harvesting, grafting, etc.? Yes No

If so, please list: _____

May we share your name when we receive inquiries for such services? Yes No

Would you like your name to be listed in our Membership Directory on our website? Yes No

The Membership Directory will only be available to TPGA members through our login system.

Information shared will be name, phone number, email address, city, and state.

How many acres of Improved and/or Native pecans do you grow?

Improved: _____ acres Native: _____ acres

_____ Membership Renewal

_____ New Membership

Membership Type

Dues rate

_____ Grower/Industry	\$200.00
_____ Out of State/Non-Voting	\$200.00
_____ Vendor	\$200.00
_____ Research/Extension	\$0.00

How did you hear about TPGA? _____

TPGA accepts payment in the form of a check or complete this form online to pay by card.

Mail, fax, or email to:

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

Fax: 979-846-1752 Email: Pecans@tpga.org

TEXAS PECAN



PROMOTION PACKAGE

TPGA's Texas Pecan Promotional Package includes a variety of materials to use in pecan marketing and promotional activities. TPGA members receive an extra-discounted price as part of their membership.

Tier 1: \$650

Use the latest marketing materials to connect with customers and share the power of pecans.

- 100 copies of this year's *Pieces of Pecan*
- 5 packets of the new recipe brochure (Qty. 500)
- 5 packets of the nutritional brochure (Qty. 500)

Tier 3: \$75

This package is a budget-friendly option for growers who are just tipping their toes into pecan promotion. With this package, you still get the latest marketing materials but at a lower price.

- 10 copies of this year's *Pieces of Pecan*
- 1 packet of the new recipe brochure (Qty. 100)
- 1 packet of the nutritional brochure (Qty. 100)

Tier 2: \$250

Sometimes less is more. This tier offers a good amount of the latest materials to help you get started.

- 50 copies of this year's *Pieces of Pecan*
- 2 packets of the new recipe brochure (Qty. 200)
- 2 packets of the nutritional brochure (Qty. 200)

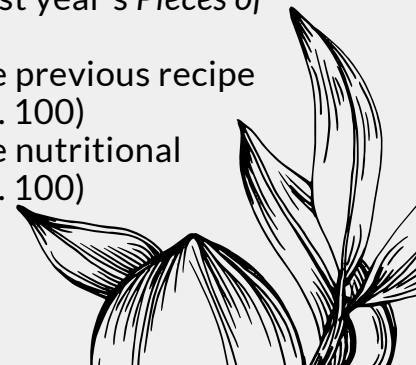
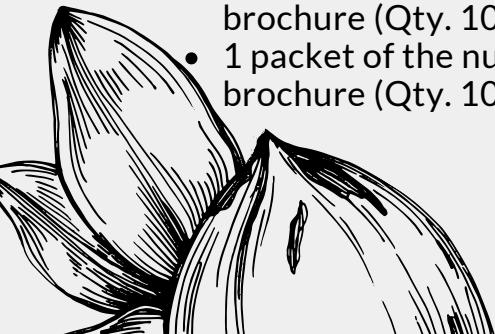
Tier 4: \$55

Another budget-friendly option! This last tier includes older marketing materials.

- 10 copies of last year's *Pieces of Pecan*
- 1 packet of the previous recipe brochure (Qty. 100)
- 1 packet of the nutritional brochure (Qty. 100)

Contact TPGA for more info:
info@tpga.org or 979-846-3285

Free shipping for all packages!
 All issues of *Pieces of Pecan* and the new recipe brochures have space for your company logo.



TEXAS PECAN



PROMOTION PACKAGE

TPGA's Texas Pecan Promotional Package includes a variety of materials at a special price that Texas industry members can use in their marketing activities. For additional discounts and promotional materials, ask us about becoming a TPGA member.

Tier 1: \$700

Use the latest marketing materials to connect with customers and share the power of pecans.

- 100 copies of this year's *Pieces of Pecan*
- 5 packets of the new recipe brochure (Qty. 500)
- 5 packets of the nutritional brochure (Qty. 500)

Tier 3: \$100

This package is a budget-friendly option for growers who are just tipping their toes into pecan promotion. With this package, you still get the latest marketing materials but at a lower price.

- 10 copies of this year's *Pieces of Pecan*
- 1 packet of the new recipe brochure (Qty. 100)
- 1 packet of the nutritional brochure (Qty. 100)

Tier 2: \$300

Sometimes less is more. This tier offers a good amount of the latest materials to help you get started.

- 50 copies of this year's *Pieces of Pecan*
- 2 packets of the new recipe brochure (Qty. 200)
- 2 packets of the nutritional brochure (Qty. 200)

Tier 4: \$75

Another budget-friendly option! This last tier includes older marketing materials.

- 10 copies of last year's *Pieces of Pecan*
- 1 packet of the previous recipe brochure (Qty. 100)
- 1 packet of the nutritional brochure (Qty. 100)

Contact TPGA for more info:
info@tpga.org or 979-846-3285

Free shipping for all packages!
All issues of *Pieces of Pecan* and the new recipe brochures have space for your company logo.

