

U.S. Pecan Growers 2019 Review/ 2020 Market Access Plans

**Foreign Agriculture Service (FAS) &
Market Access Program (MAP)
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U.S. Pecan Growers Council

In 2019 U.S. Pecan Growers Council programs included countries of:

**S Korea, China,
Vietnam & Turkey**

USPGC Funding Sources By Year From USDA/FAS

- * 2010 - \$100,000 – MAP
- * 2011 - \$200,000 –MAP
 - * \$75,000 – QSP
- * 2012 - \$275,000 - MAP
- * 2013 - \$525,000 – MAP
 - * \$96,000 – GBI
- * 2014 - \$550,000 – MAP
- * 2015 - \$600,000 – MAP
 - * \$145,000 – GBI
- * 2016 - \$700,000 - MAP
 - * \$180,000 – GBI - India
- * 2017 - \$680,000 – MAP
 - * \$ 96,400 – EMP - India
- 2018 - \$665,000 – MAP
- 2019 - \$ 694,000 – MAP
 - 2019 – \$1.3 M – ATP
(Agricultural Trade Program)

U.S. Pecan Growers – Funding through American Pecan Council by Year

- * 2017 - \$420,000 (in May of 2017)
- * 2018 – \$732,418 (in May of 2018)
- * 2019 - \$ 591,575 (in May of 2019)
- * 2020 - USPGC under Contract for\$ 165,000 –
Management of East Asia

China – Social Media

Social Media Platforms : WeChat, Weibo, TikToK
Comparatively to U.S. – Facebook, Instagram, SnapChat

* In 2019, U.S. pecans were promoted on various major Chinese social media platforms, either through U.S. Pecans' own social media account or through cooperators' social media accounts. Total views through all major channels amounted to 44,772,865.

* KOL – “Woodys- Video- Spring Festival” -Woody is the founder of Cheng Flavor, which has over 760,000 *Weibo* and over 20,000 *WeChat* followers

* Videos posting on U.S. Pecan Website – www.uspecans.org

China Social Media



公开

woody的承味 1-22 来自 烹饪教程 · 视频社... 210万阅读

#vlog2019# 家是相聚;家是守候;家是幸福;家是团圆。家是你一无所有时的避风港;家是你一帆风顺时的停机坪。在这个“鼠”你最好的春节里, #承味# 带着香脆可口的琥珀碧根果和软绵细腻的碧根白巧团圆果为你送去最温馨、最甜蜜... 全文

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棉花糖碧根果布朗尼

1、将70g生的美国碧根果用工具轻轻敲开, 剥出果仁后加入3勺水拌匀备用。



China Social Media

On WeChat, the post not only included the video itself, but also some information on U.S. pecans, such as history, nutrition, storage tips, among others. Currently, the post on WeChat has over 3,300 views and received numerous comments indicating that Chinese consumers are quite fond of pecans, especially during the Spring Festival. This WeChat post can be seen:

<https://mp.weixin.qq.com/s/3vVIP0NpAeD2bEuycNAY0w>

Chinese Spring Festival

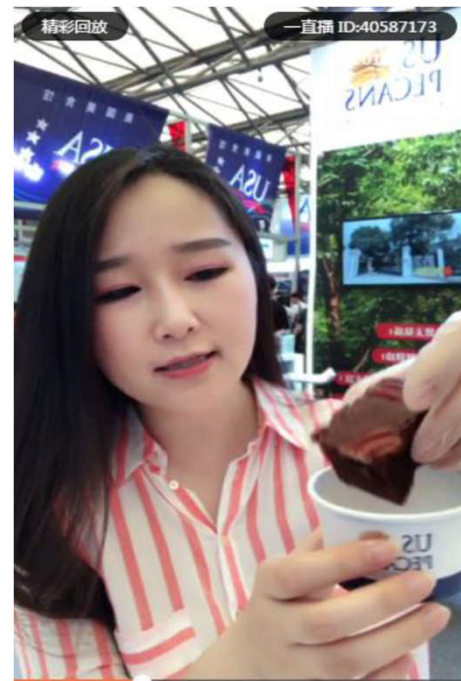


Summary:

- ✧ In 2019, **WeChat** posts about U.S. Pecans received more than 241,560 views (including content from U.S. Pecan's official account and content from cooperators' official accounts).
- ✧ In 2019, **Weibo** posts about U.S. Pecans received more than 39,003,462 views, mostly generated from promotions with cooperators.
- ✧ In 2019, USPGC started conducting social media promotion on **TikTok**, a global short-form mobile video community. Collaborating with Cranberry Marketing and Shanghai Webi English, USPGC TikTok videos received 844,754 clicks, 41,680 likes, and 882 comments. Cat's Kitchen also conducted a video promotion through TikTok, which received 110,000 clicks.
- ✧ In 2019, USPGC worked with Douguo to host a pecan recipe live streaming demonstration at **Yizhibo**, which generated roughly 3,192,000 views.
- ✧ In addition to the above major social media channels, pecan videos or pecan recipes generated from different promotional activities gained exposure through many other social media channels, such as Douguo's app, Tencent Video, and others. Total views on these channels came to 1,491,000.

China Trade Shows

* SIAL China and Bakery China 2019.



Live
Streaming
Pecan
Brownie
and
Pecan
Salad
6,000,000
views
2018

South Korea



S Korea In Store Promotions

Hyper Market Retail Store Focus



4-Year Growth - Increases in Sales

Table 2. Korea's Imports of US Pecans

(Unit: lbs. / %)

Month	Imports from USA					Growth Rate
	2015	2016	2017	2018	2019	2018 / 2019
Jan	34,701	46,319	168,545	96,408	254,146	163.61
Feb	19,974	61,928	256,422	127,041	148,783	17.11
Mar	224,783	108,225	123,569	63,414	249,907	294.09
Apr	36,332	96,298	178,045	123,988	123,371	-0.5
May	233,117	100,310	100,707	194,073	241,582	24.48
June	108,533	166,339	184,461	118,741	101,126	-14.83
July	68,983	171,233	120,174	86,135	193,301	124.42
August	24,119	133,534	132,939	46,385	132,696	186.07
September	39,088	36,134	92,352	136,929	90,257	-34.08
October	81,747	24,251	134,041	246,587	140,037	-43.21
November	86,575	77,074	149,165	179,081	134,239	-25.04
December	39,617	169,800	162,326	108,335	357,016	229.55
Total	997,569	1,191,443	1,802,744	1,527,116	2,166,462	41.87

Source: Animal, Plant & Fisheries Quarantine & Inspection Agency

** Weight converted to pounds from metric tons.

Survey – Consumer & Industry

Consumer survey is focused on 5 measurements and total 1,000 consumers responded to the survey in 2019.

- 1) Awareness on US pecans
- 2) Awareness on health benefits of US pecans
- 3) Trial / Evaluation
- 4) Preference
- 5) Acceptance

Industry survey is focused on 4 measurements and total 11 importers and 3 retailers responded to the survey.

- 1) Preference (importers)
- 2) Preference (retailers/distributors)
- 3) Acceptance (importers)
- 4) Acceptance (retailers/distributors)

Korea Current Benchmark & Goals

Consumer Survey - Performance Measures

Industry Survey - Performance Measures

Performance Measures	2019 Benchmark	2020 Goal	2021 Goal	2022 Goal
1) AWARENESS % of surveyed consumers who are aware of US pecans	64.1%	67%	70%	73%
2) AWARENESS % of surveyed consumers who are aware of health benefits of US pecans	62.9%	65%	68%	71%
3) TRIAL / EVALUATION % of surveyed consumers who have tried or purchased US pecans	63.3%	67%	70%	73%
4) PREFERENCE % of surveyed consumers who prefer US pecans to other tree nut products	25.5%	28%	31%	34%
5) ACCEPTANCE % of surveyed consumers buying US pecans at least once a month	10.6%	15%	20%	25%

Performance Measures	2019 Benchmark	2020 Goal	2021 Goal	2022 Goal
1) PREFERENCE % of surveyed importers who prefer US pecans to other tree nut products	73%	75%	77%	79%
2) PREFERENCE % of surveyed retailers who prefer US pecans to other tree nut products	67%	70%	73%	76%
3) ACCEPTANCE ** Note 1) % of surveyed importers buying US pecans throughout the year	100%	100%	100%	100%
4) ACCEPTANCE ** Note 2) % of surveyed retailers from major hypermarket chains selling US pecans throughout the year	100%	100%	100%	100%

* Note 1) Out of 11 importers, 100% (11 importers) responded

* Note 2) Out of 3 retailers from major hypermarket chains, 100% (3 hypermarket chains) responded

Vietnam 2019 – In Store



Vietnam Markets Targeted

Venues:

1. Lotte District 7 – Ho Chi Minh City - Vietnam
2. Lotte Go Vap – Ho Chi Minh City - Vietnam
3. Lotte Nha Trang – Nha Trang City - Vietnam
4. Lotte Danang – Danang City – Vietnam
5. Lotte Vung Tau – Vung Tau City - Vietnam
6. BigC Thang Long – Hanoi City – Vietnam
7. BigC Garden – Hanoi City – Vietnam
8. BigC Nha Trang – Nha Trang City - Vietnam
9. CoopXtra District 7 – Ho Chi Minh City - Vietnam
10. CoopXtra Su Van Hanh – District 10 – Ho Chi Minh City - Vietnam

Vietnam – Heritage Kiosk In-Store Consumer Evaluation



Aims:

- + Introduce the good benefits and application of pecan, a new tree nut, to Vietnamese customers.
- + Identify customer insights and market responses upon using pecan samples

Customer feedbacks:

- + Retail selling price for pecans is still quite high for local consumers (especially when the product stands on its own in one package, not in a trail mix).
- + Pecan is still a new tree nut in the market with low awareness.
- + To many customers, taste of pecans is totally new and takes time to get used to.

General evaluation:

- + It was the 2nd time that we run promotion for US Pecans in Heritage kiosk system. However, we still see a lot of new customers who for the first time got to know about pecans and its benefits. Continuous marketing and education activities should be done to enhance the awareness of Vietnam consumers about U.S pecans. Moreover, price should be reduced to be more affordable to customers.

Turkey Pecan Promotion Held at Annual Coffee Festival



Turkey – Dream Academy Promotion



Önsöz

Dream Akademi'nin ünlü şefleri Ali Ronay ve Robert Garlick'in kendi tariflerinden oluşan birbirinden lezzetli pıkanlı tatları sizlere sunmaktan büyük mutluluk duyuyoruz.

Tariflerimizde yer alan pıkan cevizinin, içeriğinde bulunan A, C, E Vitaminleri ve 19 farklı mineralin yanında ağaçta yetişen yemişler arasında en yüksek antioksidan oranına sahip olduğu ispatlanmıştır.

Amerikan Pıkan Cevizi Yetiştiricileri Konseyi'nin katkılarıyla hazırlanan bu kitapta, çekimlerde kullanılan ürünler için Create& Barrel'a teşekkürlerimizi sunarız.

Crate&Barrel



Turkish Recipes Created – Cookbook

Pıkan cevizi ve karalahana pestolu

Kestane Çorbası

Pesto için malzemeler

200 gr. karalahana	15 gr. toz parmesan peyniri
30 gr. pıkan cevizi	1 diş sarımsak
Zeytinyağı	Karabiber
Tuz	Su

Derin bir tencerede su kaynatın ve içine karalahanaları atın. 10 sn. bekllettikten sonra buzlu soğuk suyun içerisine alarak blanch edin. Yaprakları iyice kuruttuktan sonra tüm malzemelerle birlikte robottan geçirin ve pesto haline getirin.



Kestane çorbası için malzemeler

100 gr. kestane	50 ml. krema
50 gr. arpacık soğan	10 ml. beyaz şarap
Zeytinyağı	2 diş sarımsak
Muskat cevizi	Karabiber
Su	Tuz

Derin bir tencerede kaynayan suda kestaneleri haşlayın. Arpacık soğanı ve sarımsağı zeytinyağlı kızgın bir tavada soteleyin, üzerine beyaz şarabı ilave edip kavurmaya devam edin. Alkolü uçtuktan sonra kremayı ekleyin. Ardından haşlanan kestanelere bir tutam rendelenmiş muskat cevizi ve 200 ml. su ilave edip pişirin. Malzemeler yumuşadıktan sonra tuz ve karabiber de ekleyin ve el blenderi yardımıyla çorba kıvamına getirin. Servis ederken üzerine hazırladığınız pıkan cevizli karalahana pestosunu ilave edin.



Questions ?

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