

Georgia Pecans



Georgia Pecan Growers Association

Since 1965, the mission of the Georgia Pecan Growers Association is to encourage research, education, health benefits and promotion of all phases of production and marketing in the interest of our Pecan Growers in the increasing global market. Recognizing the contribution to the pecan industry made by other pecan organizations the Georgia Pecan Growers shall aid these organizations in every way possible.

GPGA Board of Directors

President: Brent Brinkley

Vice President: Miley Adams

Treasurer: Garrett Ganas

Jim Buchanan

Chris Clough

Rob Cohen

Kyle Durrence

Slade Ellis

James Exum

Scott Hudson

Lawton Pearson

Jesse Thompson

GPGA Staff

Executive Director: Samantha McLeod *(full time)*

Finance: Sheila Harnage
(part time)

Copy Editor/Grants Coordinator: Amy Howell *(part time)*

Executive Assistant: Candace Spikes
(part time)

Interns: Nicole Taylor & Andrew McBrayer *(college students)*

Funding Sources:

GACCP

SCBG

Magazine Ad Sales/ Suscriptions

Memberships



GPGA Membership Benefits and Activities

- **Annual Conference**
 - Golf Tournament, Awards Banquet, 750+ Attendees, 100+ Exhibitors, Raffle & Silent Auction
- **Fall Field Day**
 - Host an annual fall field day rotating each year between UGA, USDA-ARS and a producer's orchard, avg. 375+ in attendance
- **County Production Meetings**
 - Support UGA Extension throughout 17-20 County Pecan Production Meetings annually
- **Washington D.C. Advocates**
- **Beginners Pecan Production Course**
 - Hosted by UGA every-other-year
- **Sister Pecan Associations**
 - Support through membership and conference attendance annually
- **Other Georgia Commodity Partnerships**
 - Partnership with GACCP
 - Partnership with Georgia Dept. of Ag
 - Advisory role for GFVGA
 - Disaster Relief meetings and Washington DC visits
 - Search Committee for New UGA Horticulture Department Head



On-Going Collaborative Marketing Efforts

- **Georgia Grown Pecans in China (*GACCP, GPGA, GDA*)**
 - E-commerce Platform and In-Store Promotions
<https://mall.id.hk/index-782186.html> - Store
<http://georgiapecan.cn/index.html> - Info. Site
- **Other International Opportunities (*GACCP, GPGA, GDA, SUSTA*)**
 - Target: Taiwan
- **Market Research & Branding (*GACCP & GPGA*)**
 - Market Research: Targeting consumer awareness of and key attitudes towards Georgia agricultural products and other state ag. brands i.e. Vidalia Onions. The survey should also test reactions to logos, taglines and messaging being considered for the Georgia Premium Pecans brand and the existing Georgia Grown brand.
 - Samples size 2,300 people in 10 key markets (Philadelphia, Boston, Atlanta, Nashville, Cincinnati, Chicago, Kansas City, Minneapolis, Richmond, Tampa)
- **WSB TV “Georgia Grown Pecans” (*GACCP*)**
 - Campaign to encourage the greater Atlanta, Augusta and Savannah areas to “Buy Local – Buy Georgia Grown” pecans all year round, with an extra push during peak season of Thanksgiving and Christmas
<https://www.youtube.com/watch?v=MzFsTxHx0Dc>
- **Georgia Pecans Exhibit (*GACCP & GPGA*)**
 - Annual PMA Exhibitors in Georgia Grown Pavilion
 - Georgia Grown Symposium, Farm to Table, Farm to School
 - Georgia Grown in New York @ James Beard House
 - Georgia Farm Bureau Conference
 - Georgia Pecans in the Classroom (activity books, samples)
 - County Based Ag Farm Days
- **Georgia Pecans Newsletter & Social Media Marketing (*GPGA & GACCP*)**



Background: Georgia's Agricultural Commodity Commission for Pecans

The Georgia Agricultural Commodity Commission for Pecans, also known as the Georgia Pecan Commission, funds research, educational, and promotional programs in order to increase demand for Georgia pecans, America's nut. **Founded in 1995** by Georgia pecan growers, the commission raises awareness of the nutritional, health and economic benefits of pecans as a regular part of the American diet, resulting in increased sales and trade opportunities for pecan growers in Georgia.

Pecans add between \$200 million and \$300 million each year to the state's gross domestic product.

Georgia's pecan industry includes growers and shellers, aggregators (businesses that buy from multiple producers and sell in bulk to others) and brokers (who also buy in bulk but sell in response to market demand). The Georgia Pecan Commission works with all of these groups to promote the consumption of pecans domestically and internationally.

GACCP Board Members

Chairman: Lanair Worsham Jr.
lanairworsham@peytonspecans.com

Mark Cook
mcpccook@pineland.net

Brenda Evans
bgevans@bellsouth.net

Roy Goodson
rrgoodson2011@att.net

RG Lamar
rg@lamarpecan.com

Ex-Officio Committee

Gary Black
Georgia Commissioner of Agriculture

Gerald Long
Georgia Farm Bureau President

Buddy Leger
Cordele, GA

Russ Moon
Danielsville, GA



Georgia Pecan Commission Funded Research Projects (current)

- **Management Strategies – Dr. Lenny Wells, UGA**
 - Hedging Studies
 - Reducing input cost studies
- **New Pecan Cultivars – Dr. Patrick Conner, UGA**
 - Development and Testing
- **Irrigation and Water Use – Dr. Lenny Wells and Leclerc**
 - Adapting a Southwest model for Georgia
- **Improving Insect Management – Dr. Angel Acebes, UGA & Dr. Ted Cottrell, USDA-ARS**
 - Tree hedging impacts on pest management
 - Mating disruption of shuckworm and casebearer
- **Health Benefits – Dr. Ron Pegg and Dr. Jamie Cooper**
 - Ability to Lower Cholesterol
 - Antioxidant Benefits and Absorption

