

## Pecan AP Survey Information

**General:** The report forms asks for improved variety pecan data. Some farmers don't understand the terminology NASS uses, namely improved, seedling and native varieties. If a farmer says they don't know what their variety is, or they insist they don't grow improved varieties, ask for their bearing acres and production anyway and key it anyway or put it in a note. Specify in comments that the farmer said variety was not improved.

Watch for number of trees reported instead of acres. Bearing acres should be equal to or less than total acres. When asking bearing acres, make sure to ask for all bearing acres. Not just the acres they harvested from.

The improved varieties are planted in New Mexico and other parts of the southwest, native and seedling varieties are not grown in New Mexico. New Mexico has been getting a lot of rain which should be good for the crop. Acres are on the rise in New Mexico.

Federal marketing order: The marketing order requires the farmer pay a few cents per pound sold so that money can be used for the benefit of the pecan industry. The marketing order was designed to gather credible data on inventories, imports, supply & demand. Some think this will merely drive prices higher. As a side note, the pecan industry is the driving force behind the order, not the USDA. The USDA is administering it at the request of the industry.

### **Pecan Marketing Order:**

For more marketing order info: <http://pecanboard.com/pecan-fmo/>

The proposed Federal Marketing Order for Pecans has been specifically tailored to the Pecan industry's challenges and will be used to:

- Market and promote Pecans to increase demand and prices
- Gather and publish accurate industry data
- Coordinate and invest in Pecan research, including product development
- Establish grade, quality and size standards
- Establish packaging and container standards

Neither the USDA nor the Federal Government charges the Pecan industry or its participants to assist the Pecan industry in the creation and management of the Federal Marketing Order for Pecans – it is Pecan money utilized solely for the benefit of Pecans.