

National Pecan Shellers Association Mid-Winter Meeting
Innisbrook, a Salamander Golf & Spa Resort | Palm Harbor, Florida | March 11-12, 2020

Schedule-at-a-Glance

Tuesday, March 10

1:00 – 3:00 p.m. **Pecan Export Trade Council meeting** (Invitation only)

3:30 – 5:30 p.m. **NPF Board of Directors meeting** (Invitation only)

Wednesday, March 11

7:30 a.m. – 8:30 a.m. **Board Breakfast**

8:30 a.m. – 11:30 a.m. **Board of Directors meeting** (Lunch open)

1:30 – 3:30 p.m. **Shellers Forum** (*Shellers Only*)

4:00 – 5:00 p.m. **Exhibitor Setup**

5:30 – 6:00 p.m. **Badge Pick-up**

5:30 – 7:00 p.m. **Welcome Reception** – *Cocktails & Hors d'oeuvres* - Dinner Open

Thursday, March 12

8:00 – 8:45 a.m. **Group Breakfast**

9:00 a.m. – 12:00 p.m. **General Session, Exhibits**

- **Welcome & Introductions** (9:00 a.m.)
Jasper Sanfilippo, Jr., John B. Sanfilippo & Son, Inc.
- **Tracking Trends that Matter** (9:15 a.m.)
Todd Hale, Consultant & Former SVP at Nielsen Co.

BREAK (10:15 a.m.)

- **Marketing Pecans to Commercial Buyers** (10:30 a.m.)
Diane Jackson, NPSA Communications Mgr.
Brendan Honan, NPSA Marketing Chair, John B. Sanfilippo & Son, Inc.
- **Mapping Pecans Across the U.S.** (11:00 a.m.)
Dr. Joel Kimmelshue, Owner/Agriculture Scientist, Land IQ

12:00 – 1:15 p.m. **Group Lunch**

1:30 – 4:00 p.m. **General Session, Exhibits**

- **Updates from the American Pecan Council (APC)** (1:30 pm)
Alex Ott, APC Executive Director
- **Global Update** (2:00 pm)
Dan Zedan, Navarro Pecan Co.

BREAK (2:45 pm)

- **Report on Other Tree Nuts** (3:00 pm)
Evo Soria, John B. Sanfilippo & Son, Inc.
- **Annual Crop Recap** (3:30 pm)
Facilitated by Jasper Sanfilippo, Jr., John B. Sanfilippo & Son, Inc.

5:00 – 6:30 p.m. **Reception – Cocktails & Hors d'oeuvres - Dinner Open**