

Things are Shaking in the Pecan Industry...

And members of the National Pecan Shellers Association are moving. Take a look at NPSA — the pecan industry's answer to tough questions.

International standards for pecans are being developed by the United Nations Economic Commission for Europe. Who is USDA's primary resource on this activity? **NPSA.**

Recalls and cross-contamination in the nut industry have everyone's attention. Who conducts programs to see that this industry's sanitation and storage procedures are as tight as a drum? **NPSA.**

Record-keeping procedures under the Bioterrorism Act are in effect. Recalls in the nut industry have everyone's attention. Who makes sure pecan shellers have the latest information and the tools they need to iron out the kinks in their individual plants? **NPSA.**

Once thought fattening and non-nutritious, pecans are today considered among the healthiest foods in the American diet. Who spearheads the research on pecans and promotes the results that helped catapult pecans into the health benefits limelight? **NPSA.**

Dramatic swings in the pecan marketplace continue to create uncertainty. Who brings in speakers to talk about what's going on and how this industry can cope with it? **NPSA.**

NPSA Mission: Represent and promote the interests of the pecan industry to government, growers, customers and consumers through:

- appropriate information gathering and sharing;
- scientific research on the health benefits of pecans;
- education of key publics.



*The pecan industry's answer
to the tough questions.*

For more information, contact:
National Pecan Shellers Association
5775 Peachtree-Dunwoody Rd.
Building G, Suite 500
Atlanta, GA 30342
Phone: (404) 252-3663
Fax: (404) 252-0774
www.ilovepecans.org

National Pecan Shellers Association



LEADING
by
Doing

n p s a

What is NPSA? The National Pecan Shellers Association is an international trade association dedicated to preserving, representing and promoting the interests of the pecan industry — in a strong, unified voice — to government, media, food industry, health professionals and consumers.

Who are the members and where do you fit in?

If your company is engaged in the pecan industry as a sheller, broker, accumulator, grower, processor or supplier of goods and services to these companies, you need to be a member of NPSA.

How will NPSA meet your needs — now and in the future?

NPSA's monthly recap of USDA's Cold Storage Reports as well as crop production data are valuable tools for evaluating the current marketplace.

NPSA's new handbook, *Your Rights & Obligations*, is a one-stop reference for shelling and other food processing operations subject to FDA inspections. It includes the latest compliance information on the Bioterrorism Act.

NPSA's industry research on microbiological protection, marketing, labor & wage, operating ratios and other data arm individual companies with the tools they need to evaluate their own practices against the rest of the industry.



NPSA's Annual and Mid-Winter Meetings offer networking opportunities that distinguish these meetings from others. Plus, new emphasis on education is attracting experts on everything from the health benefits of pecans and agricultural economics to what influences have led to today's volatile market and information on how to improve plant operations. And, of course, this is the only place to get the pecan shelling industry's crop estimate first hand — a report that shellers, brokers and accumulators have come to rely on.

NPSA's Marketing, Promotion and Research Program is the pecan industry's answer for making sure that there is a market for pecans even during turbulent times by identifying and promoting the health benefits of pecans. Leaders in pecan research and promotion, NPSA directs the industry's only program that is supported by shellers AND growers from every North American pecan producing region. In addition, NPSA contributes funds to important research by the International Tree Nut Council.

NPSA's website www.ilovepecans.org promotes member companies while providing consumers, media, food industry and others the latest information on health benefits of pecans along with recipes.

NPSA's member newsletter, *In A Nutshell*, provides a snapshot of industry news including the latest regulatory developments that impact the pecan shelling industry.

NPSA's Membership Directory serves as a year-round resource for reaching the pecan industry's movers and shakers — **NPSA members.**

When is the best time to engage in NPSA?

Today. Right now. Because only through NPSA can companies in the pecan industry:

Meet fellow shellers, brokers and equipment suppliers in a legally sound forum.

Create relationships with customers, vendors, and, yes, competitors.

Leverage the power of networking in finding new markets and innovative ways to develop those markets.

Develop a better understanding of legislative, regulatory and marketplace developments impacting the pecan industry.

Receive current, relevant news from USDA, FDA & Congress.

Compare individual business practices with others in the industry.

Continue to learn about technical advances and new opportunities to improve operations.

Bring ideas to the industry table on how to survive and thrive.

Benefit from the collective wisdom to address problems common to the industry

Have fun!

