

Pecan Retail Sales



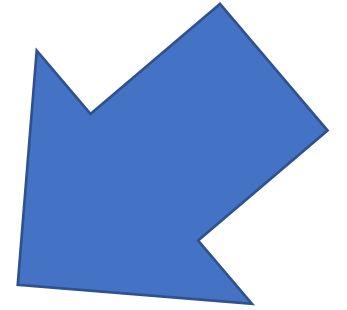
Upward Trend

Brick & Mortar vs Ecommerce..

Which is more successful?

- A brick and mortar store is not as successful without good ecommerce site.
- Consumers still like to touch, feel, taste, and see items, especially **culinary** items, clothing, and gift items.
- Ecommerce provides the consumer with research capabilities and other consumer reviews to use in their purchase decisions.
- Using social media to feed your consumers reminders and refreshers ensures you will not be forgotten.

**In other words
BOTH store
fronts....Brick and
Mortar and Ecommerce that
are promoted and pushed
can and will be successful
with a good product that
consumers are trained to
want and need!!**



Retail Sales Comparisons

- Retail Sales overall in America are up in the last 6 months
- Retail Brick and Mortar and Retail Ecommerce are both vital to a successful retail operation.



- Pecan retail sales have increased in the past three years due to increased demand.....
- Is it due to the healthy attributes of the American Pecan?
- Are we slowly changing the pecan mindset from just a pie nut?
- Are consumers moving from traditional meal to a snacking culture?

Marketing Tools



Instagram

- Educating Employees
- Social Media-Use it and Promote It
- Using Paper Media-Brochures, Newspapers, Maps
- Website full of information
- Host Events at your store and/or farm
- Be Active in your community



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Trademark your story

- A trademark or logo ensures your consumers get the product they want (don't make them hunt for you).
- Make it memorable
- Go for the extraordinary-include your story elements in the logo
- Color is always a plus (but does cost more money)





Success in Retail



- Be excited about the product you sell
- Be knowledgeable about the pecans and about your farm
- Consumers love a family story... tell your story!
- Pair your commodity with accommodating tastes....a jelly, cookie mix, pie, pancakes, syrup, snack mix, bread mixes, dip and cheeseball mixes, steak or seafood seasoning.
- Sample, Sample, Sample-Fresh pecans sell themselves!

