



**AMERICAN PECAN PROMOTION BOARD
FULL BOARD**

**February 11, 2026
12:00 p.m. Central Time**

American Pecan Office
1431 Greenway Dr., First Floor, Irving, TX 75038

Virtual Attendance
<https://federalmarketingorderamericanpecancouncil-469.my.webex.com/federalmarketingorderamericanpecancouncil-469.my/j.php?MTID=m48a0ea04809261552a4459507aa1777b>

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. MEMBER INDUCTION & OFFICER ELECTIONS [Action]**
- IV. APPROVAL OF PREVIOUS MINUTES [Action]**
- V. ADMINISTRATIVE REPORTS**
 - A. Chair Report
 - B. USDA Report
 - C. CEO Report
- VI. COMMITTEE REPORTS**
 - A. Executive
 - B. Finance
 - C. Marketing
 - D. Research
- VII. OLD BUSINESS**
 - A. FY25 Financial Audit Report [Action]
 - B. Preliminary Financial Statements – May through November 2025 [Action]
- VIII. NEW BUSINESS**
 - A. Investment Strategy Review [Action]
 - B. Social Media & AI Policy [Action]
 - C. Reapportionment Review [Action]
 - D. Unified Pecan Promotion Plan FY27 [Action]
 - E. Board Member Elections – Term Beginning 10/1/26
- IX. ADJOURNMENT [Action]**

Action Items on Next Page

Please contact APC to request assistance with interpreters, sign language interpreters, captioning or Braille transcripts.

ACTION ITEMS

- I. Motion to approve the election of the Council officers as presented.
- II. Motion to amend and/or approve previous Council minutes.
- III. Motion to approve the FY 25 financial audit report.
- IV. Motion to approve the preliminary May-November 2025 financial statements.
- V. Motion to approve the investment of an additional \$1,000,000 of reserves in a 12-month treasury, as recommended by the Finance committee.
- VI. Motion to approve the Social Media and AI Policy as presented.
- VII. Motion to approve the proposed reapportionment, as outlined in the memorandum recommended by the Executive Committee.
- VIII. Motion to amend and/or approve the FY 27 Unified Pecan Promotion Plan.
- IX. Motion to adjourn the meeting.