

Pieces of Pecan

by Pecan South

HOW TO USE THIS EDITION IN YOUR BUSINESS

Meet Pieces of Pecan—a consumer magazine nutty for pecans.

Published by Pecan South magazine, [Pieces of Pecan](#) is a new special edition that showcases our favorite nut to consumers, dietitians, chefs, and foodies. It highlights the latest nutritional findings, pecan recipes, and lifestyle articles, including profiles on industry members and features on pecan-related activities and innovations.

Pieces of Pecan is published every year in April during National Pecan Month.

For over 55 years, Pecan South has served as the official publication of the industry. In this new magazine, we take everything we've learned and share it with consumers interested in learning more about this nut. This edition also serves as a tool to help industry members connect with consumers.

This is our gift to you, and we encourage you to use Pieces of Pecan in your marketing, consumer outreach, and promotion efforts. In this toolkit, we outline how you can use Pieces of Pecan to connect with your customers and spread the word about pecans.

We hope you find this special edition useful for your business. Please reach out to our office with any questions—pecansouth@tpga.org or 979-846-3352.

USING PIECES OF PECAN ON YOUR WEBSITE:

Industry members can buy printed copies at cost to use in their own operations and consumer outreach. For questions about ordering printed copies of this special edition, please [contact our office](#) and see the bulk order form on page 4.

Add your company logo or information to the cover in the bottom left corner—as shown in the example below. You can use mailing labels or a stamp.

When placing your logo on the cover, do NOT cover up the Pieces of Pecan Logo, volume number, or lines of preview text. By placing your logo in the bottom left corner, you ensure that your customers can get the Pieces of Pecan cover's full effect while also guiding their eye to your company name before they open up the magazine.

So, what do you do once you have your company name on the cover? Place a stack at the register for customers to pick up at

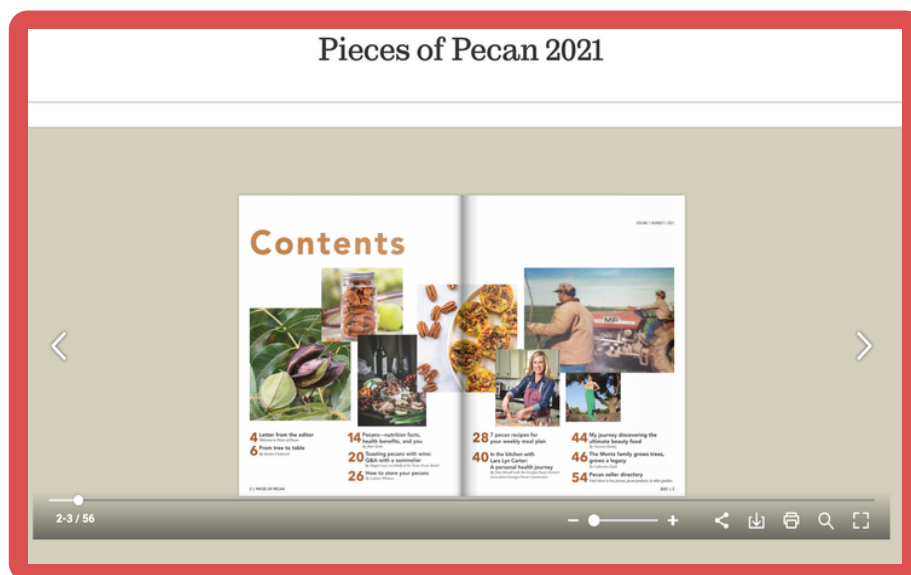
check out. Add a copy in orders that you ship out or pack up. Bring copies to set out at your booth at the local Farmers Market. Or you use it however you see fit in your business!



USING COPIES OF PIECES OF PECAN IN YOUR BUSINESS:

Each issue of Pieces of Pecan will be published on our website and be freely accessible to anyone who is interested in reading it.

You can link to the edition on your website. You can copy the link from the search bar at the top or use the share icon found by hovering over the magazine to post it on your social media pages or website.



You can either copy the link from the search bar at the top or use the share icon found by hovering over the magazine to post it on your social media pages or website.

To go further than simply linking to the magazine, you can embed the latest edition of Pieces of Pecan to your site for visitors to read. If you would like to use this option, please contact our office.

You can also download a PDF version of the magazine to use on your website or social. If you download a PDF, do NOT edit out pages, images, ads, or other elements within the magazine.

Pieces of Pecan also has a [Facebook](#), [Instagram](#), and [Twitter](#) that we post on regularly. We share recipes, nutritional facts, and other pecan-related things there. Feel free to share those posts on your own pages to augment your own social media schedules.

We at Pecan South made Pieces of Pecan for the industry. We want you to get the very most out of this resource. Please contact us at any time if you have any questions, comments, or other needs when using Pieces of Pecan for your marketing and promotional activities.

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Produced by Pecan South, Pieces of Pecan is a special edition for pecan enthusiasts and consumers. Industry members can purchase printed copies at cost to use in their businesses, consumer outreach, and own pecan marketing and promotion efforts.

- o **\$5.00 per printed copy + shipping (calculated at the point of mailing)**
minimum of 10 magazines must be purchased to qualify for bulk pricing

Pieces of Pecan is released yearly on National Pecan Day and mailed out to all order recipients in a timely manner. Pecan South staff will reach out to pre-orders to confirm cost and process payment. Printed copies will not be sent until payment is completed.

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I, _____ (Customer's Name), have read and understood the terms and conditions of this pre-order form.

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