



Improving Pecan Profitability with Marketing Strategies

Thursday, Aug. 13, 2020

Noble Research Kruse Auditorium, Entry 5

2510 Sam Noble Parkway

Ardmore, OK 73401

Agenda

8 a.m.	Registration	
8:30 a.m.	Marketing options	Jake Montz, Montz Pecan Farms
9 a.m.	Regulations on food safety	William McGlynn, Ph.D., Oklahoma State University
10 a.m.	Break	
10:15 a.m.	Marketing Strategies	Becky Carroll, Oklahoma State University
11 a.m.	Benefits and setbacks of marketing through storefronts	Jill Montz, The Pecan Shed
11:30 a.m.	Questions/Adjourn	