Pecan Focus Group 9/13/2016

(Duration: 45:35 minutes)

DAN: So, I want to thank each of you, first of all, for taking your time out today to come and spend some time, and talk about some pecans that we're going to look at today. So I really do appreciate you -- your, your, your opinion is very important to our discussion here, and it's people like you that help us do this type of research. And all I need is your honest opinion. That's all I need from you, is just to tell me what you really think, okay? So, if any questions that we have before we get started, please let me know. Just -- let me just start off by saying that I'm Dan, and my company is Consumer Logic market research company in Tulsa, Oklahoma. You'll notice we've got some people around the room here, so please just ignore these folks, okay? We're going have our discussion here. These folks around here are here for one purpose; that's to take notes for me, keep me on track, and to make sure that I'm not missing anything, and that I'm not making any big mistakes. And so, if somebody thinks that I need to follow up on something, they may send a note in to me or something like that, so don't be alarmed on that. It's just their way to say keep on track, okay?

So, in this session, we're going to have you answer a brief questionnaire that's in front of you, and then we're going to have you taste and complete -- taste each of these pecans. And after you try each of these pecans, we're going to have you fill out a short survey about that pecan as well. And make sure that, between the trials of the pecans, you take just a bite of cracker and drink of water. That's just to cleanse your palate so that you can get a good taste of the second pecan, okay? There's a name plate in front of you, so I'll know who to -- how, how to call you by name. And anyone have any questions before we begin this process, before we start? Okay? Well, let's go ahead and start -- let's start off first of all by just going around the room, and if you could just tell me a little bit about each of ourselves, tell me about yourself, tell me something about what you do, when you use and how you use pecans. Go ahead if you will please, Christie [phonetic].

CHRISTIE: Oh, oh, I'm Christie Lusk [phonetic] and I am a Stay-at-Home Mom with two boys --

DAN: Okay.

CHRISTIE: -- who are school-aged. So, how I use pecans? I guess in recipes.

DAN: Okay.

CHRISTIE: That's about it.

DAN: Okay.

CHRISTIE: Sometimes, I keep a bag in the freezer for a handful to eat as a snack.

DAN: So do your kids like pecans? Will they eat pecans too?

CHRISTIE: I don't -- you know, I don't, I don't -- they don't crave them, like, they don't say; hey, do you have any pecans in the house, but I think they'll eat them, like in something.

DAN: Okay.

CHRISTIE: So --

DAN: All right.

CHRISTIE: It's not one of our most popular nuts in our household, I have to say.

DAN: Okay. Okay. All right, got it. Thank you.

CHRISTIE: Um-hmm.

DAN: Trey [phonetic]?

TREY: So I'm Trey Malone [phonetic]. A PhD student at Oklahoma State, and I mean, I'd, I'd say probably I eat the most pecans in like a mixed nut --

DAN: Okay.

TREY: -- consortium of -- and also like in desserts, so like ice cream; put it in that a lot. And yeah, I mean, occasionally I'll, I'll buy like a bag just at the grocery store to, to eat while I work, but for the most part, I, I go with the peanuts as opposed to the, the pecans.

DAN: Okay. Got it. Great. Roger [phonetic]?

ROGER: I'm Roger Saws [phonetic]. I'm a Extension Assistant here with the Department. I do work with the Hort [phonetic] Industry which does contain a pecan component. I work with a number of pecan producers and, and operation around the state when it comes to farm and financial management issues. Personally, I do enjoy pecans. Pecan pie is, is right up there with one of my favorite desserts, so --

DAN: Good stuff.

ROGER: It, it's, it's one of my favorite snack foods.

DAN: There you go. Good.

ROGER: So --

DAN: Great, Roger. Thanks.

CHERYL: I'm Cheryl St. Claire [phonetic] --

DAN: Cheryl, okay.

CHERYL: -- an Extension Associate in rural development here in the Ag-Econ Department at OSU, and also in Extension. And we use pecans all the time. I buy them by the biggest bags I can find, or I try to buy them fresh.

DAN: Mmm.

CHERYL: I have a 91-year-old father that lives with me. He loves pecans, so we eat a lot of them just to -- in the handful, or in ice cream, or in desserts.

DAN: Great.

CHERYL: So, it's a big, it’s a big staple at our house.

DAN: So, what's your favorite recipe for pecans when you use pecans in recipes?

CHERYL: Well, pecan pie.

DAN: Pecan pie. Big favorite.

CHERYL: Mmm. Bourbon chocolate pecan pie.

DAN: There you go. A little bourbon in there's good too.

CHERYL: Yes.

DAN: Okay. Thank you. Anna [phonetic]?

ANNA: I'm Anna Whitney [phonetic]. I work here in the Department. And I would say the favorite way that I choose pecans is just for a snack. I really don't bake that much because if I bake, I eat it all --

DAN: Um-hmm.

ANNA: -- and I don't want to do that.

DAN: Huh-uh.

ANNA: So I really -- that's really about the only way, except for pecan pie.

DAN: Good. Okay. All right. Mackenzie [phonetic]?

MACKENZIE: I'm Mackenzie Maples [phonetic]. I'm primarily a baker, so that's how I use pecans most frequently; pies, cakes, pastries, candies --

DAN: Yum.

MACKENZIE: -- breakfast.

DAN: Yeah.

MACKENZIE: They're good on waffles if you, if you do a praline.

DAN: Mmm. Mmm, sounds good; mixing it into the mix --

MACKENZIE: Um-hmm.

DAN: -- with the waffle mix. Sounds good. Sounds good. Okay. Each of you have a questionnaire in front of you, so let's go ahead and have you fill out that questionnaire if you would, please. And that's the first questionnaire. Should be the first one on the list there. Oh, the first is a consent form, and this just tells you about what we're doing. I can go through this with you real quick if you like, but the purpose of the study is to better understand how consumers describe the taste of different pecans. And anyone have any food allergies? That's probably the big kicker here, so I don't -- I think we're okay on that, but just sign that, please, if you would. And then Part A Questionnaire; if you would please fill that out as well.

Okay, if you, if you would, just pass that consent form and that questionnaire Part A back up to me, please. I'll take those.

UNKNOWN FEMALE: Do you want them separately, or --

DAN: Just together is fine. Yeah.

UNIDENTIFIED FEMALE: Okay. Oop [phonetic], I just --

DAN: That's fine. That's all right. I'll get them sorted out.

UNIDENTIFIED FEMALE: Okay.

DAN: All right. Thanks. We'll just get that paperwork out of your way. There we go. Okay. Thank you. Okay. So, a first exercise that we're going to do is we're going to have you try each of these pecans. So let's start that process now, and then have you fill out a complete, complete a questionnaire. So there's a plate in front of each of you with three different pecans. They're, they're designated by a number. Let's start with pecan number 583. I'd like you take a bite of cracker, a drink of water, and then taste enough of product 583, the one that's labeled 583 on your plate to, to be able to determine a, an opinion on this product. You don't have to eat the whole pecan or all the pecans there, but taste enough to get -- to, to, to taste enough to, to form an opinion about the product, okay? Let's go ahead and start that exercise; bite a cracker, drink of water, and then taste the pecan, and then we'll have you complete that survey about the pecan, okay? Five-eighty-three. Once you've tasted enough to form an opinion, you can start the survey about that pecan. Any questions, please don't hesitate to ask me.

Okay. Everyone have a chance to answer the questions about that pecan? All right. Let's go ahead and go to the next pecan, that's pecan number 726. If you turn over the -- to the next questionnaire. And again, take a bite of cracker, drink of water just to clear any of the taste of the first pecan from your mouth, and then try 726, again, tasting enough to form an opinion. Once you've done that, you can answer the survey. You can begin the survey.

Okay, has everyone had a chance to answer those questions? Let's go to the last product. Go ahead, take another bite of cracker, drink of water, and then I'd like for you to try the final pecan 492, number 492. Once you've tasted enough of pecan 492 to form an opinion, then go ahead and please fill out that survey for that.

Okay. So, everyone completed the surveys for all three of those? If you would, just pass those surveys up to me. I'll take those out of your way. Okay. Great. Thanks. Okay. So what do you guys think? Which one's your favorite? Which of those pecans that you tried do you think -- did you like the best? Let's see, a show of hands; how many said the first product that you tried? Okay, so we got one on the first product. So that first product was, let's see --

ROGER: Five-eighty-three.

DAN: Five-eighty-three. We got one vote for that. Seven-sixty-two, how many people liked the second product, the second one? One on that as well. And then the third product, finally, was everyone else, right? So, that was 492. And so the rest of you -- okay. All right. So, why is that? Let's hear from the people who like five -- let's hear from 583 first.

CHRISTIE: I thought it was the most attractive --

DAN: Okay.

CHRISTIE: -- so I was influenced by its appearance.

DAN: By the way it looked.

CHRISTIE: Yes, and, and I have to be honest, I hadn't given my pecan preferences a whole lot of thought before you asked me.

DAN: Okay. All right.

CHRISTIE: But now that I've had a chance to reflect, I totally -- I use them in savory things, so --

DAN: Okay.

CHRISTIE: -- I use them in -- like on a cheese plate or in salads, and things like that. So I think for -- to me, I would probably choose that one because it, it didn't have kind of an off-flavor. Some of the others were -- tasted maybe slightly oily or -- I thought it had, for me, a lot of flavor.

DAN: So what did you see -- what advantages did that, did that seem to you for the types of food that you would use it for?

CHRISTIE: Well, number one, it looked, it looked like a hardy nut --

DAN: Okay.

CHRISTIE: -- so it, it looked like I didn't buy the cheapest --

DAN: So what about --

CHRISTIE: -- nut --

DAN: So what about it looked like a hardy nut to you?

CHRISTIE: Well, like it was --

DAN: Explain that to me.

CHRISTIE: -- though it looked like there wasn't any mottling --

DAN: Okay.

CHRISTIE: -- you know, the color --

DAN: Um-hmm. Um-hmm.

CHRISTIE: -- was -- it -- and it was whole. It was -- and it -- the size of it. So it was substantial in size, it was uniform in color --

DAN: Okay.

CHRISTIE: -- and like here -- you know, mine kind of had some, I don't know, off-bits and things. It just, it just looked like a more robust nut --

DAN: Okay.

CHRISTIE: -- to me.

DAN: All right. All right. And that was, that was a, that was a big part of your criteria for selecting that, was the --

CHRISTIE: I do think it might have --

DAN: -- the appearance of it.

CHRISTIE: -- influenced my --

DAN: Okay.

CHRISTIE: -- my taste --

DAN: Okay.

CHRISTIE: -- was the overall appearance.

DAN: Okay. Yeah. Good. Any other -- on 583, anybody else on that? What did you guys think about that, if anything at all, the first product that we tried?

TREY: I thought it was too big. I don't know if I just have like a, a strong preference for small nuts, but it --

CHRISTIE: I knew that was coming.

TREY: I didn't know how else to say it, but no, I mean -- because usually when I'm eating like any type of nuts, I guess I don't think of it as, like, just like a standalone; it's usually a complement to something else.

DAN: Okay.

TREY: And I'd much rather have, like, more of a choice of how much complement to add, so like, like if I'm going to buy a bag of, of peanuts, or, or pecans, like, I'm, I'm just going to, you know, have enough that I can toss in my mouth and go. Yeah, it was just -- 583 was too big for me.

DAN: When would that product work for you, if, if at all?

TREY: Five-eighty-three?

DAN: Yeah.

TREY: I, I guess in a pie probably. I mean --

DAN: Okay.

TREY: -- like in a pie, it would probably make sense to have a bigger nut --

DAN: Okay.

TREY: -- I think. I don't know. I don’t make many pies, but I would be okay with --

ROGER: You just eat them, right?

TREY: Yeah, right.

DAN: How about the rest of you? Any ideas on that?

MACKENZIE: I like the size.

DAN: Yeah?

MACKENZIE: I thought it was a good size. It was -- it's big enough that if you put it into a piece of candy, it would be -- like, you only need one.

DAN: Okay.

MACKENZIE: Like, you only need that one portion. I didn't like that it wasn't like sweetest and as it hits your tongue.

DAN: All right. Okay. But it's sweet, sweet enough for you?

MACKENZIE: Right, like as soon as it -- as soon as you put it in your mouth, I feel like you should get sweet, and then kind of like a nothing. And then --

DAN: Okay.

MACKENZIE: -- at the end, you get like a very nutty --

DAN: So how important --

MACKENZIE: -- and it didn't have a sweet --

DAN: How important is appearance of the nut to you guys? I mean, it's real important to you I understand, Christie, and so you said it was one of your first criteria for selecting that --

CHRISTIE: Um-hmm.

DAN: -- one. How important is the way it looks?

ANNA: It, it is for me, I think, because -- excuse me, I think of it as on top of a brownie --

DAN: Um-hmm.

ANNA: -- where it looks nice --

DAN: Um-hmm.

ANNA: -- if you're going to cut those up and make --

DAN: Um-hmm.

ANNA: -- an appearance.

DAN: Okay.

ANNA: And it just -- the bigger nut looks really good, good that way.

DAN: Okay. All right. How important is appearance overall? Is it taste, appearance -- how's that -- how's the order of, of your, of your preference go?

ANNA: Well sometimes if you have a bag of pecans or anything like that, if, if one is dark or doesn't look right, I'm not going to choose that --

DAN: Yeah.

ANNA: -- if I'm just going to cook out, you know -- and putting --

CHRISTIE: Some -- I think --

ANNA: Yeah.

CHRISTIE: -- to me too maybe, what -- why I was so drawn to that particular nut is because I think, you know, when you buy -- we do eat a lot of cashews --

DAN: Um-hmm.

CHRISTIE: -- and sometimes, you know, the whole cashews are more expensive so, to me, that is like a higher quality nut --

DAN: Right.

CHRISTIE: -- so when I see this tiny one, I think that maybe Bailey didn't spend very much money on that particular nut, so I --

DAN: Okay.

CHRISTIE: -- I, I'm -- it's a signal to me of quality, I think.

DAN: Okay, the size of it?

CHRISTIE: Um-hmm.

DAN: Yeah. Okay. Good. All right. Five-eighty-three, Trey you, you chose 583, the second one --

TREY: Right.

DAN: -- you tried, right?

TREY: Yeah.

DAN: So tell me about that. Why, why did that make your point for you?

TREY: No, 726 was the one I liked. That's --

DAN: I -- sorry. Yeah.

TREY: So -- no like I said, I, I just -- like I -- apparently, it's because I don't bake enough, or think about how these things fit together, but, but I'd much rather have a smaller nut because then I can really, like, choose how much I want to eat of it. Like sometimes, it's just a lot of nut. Also -- but at the end of the day, like -- and maybe this just shows how bad my palate is, but like I don't know if I could taste much difference between like the, the sweetness of 583 versus 726. I mean, it definitely tasted like 492 sure tasted sweeter --

DAN: Okay.

TREY: -- relative to the others. But 726, same taste as 583 to me, just smaller and I like that.

DAN: Okay. Smaller, smaller was, was the key for you?

TREY: Um-hmm.

DAN: Okay. All right. Any other thoughts about that second one we tried?

ROGER: Well 726 was, in my opinion, it -- a, a native pecan.

DAN: Okay.

ROGER: Okay, it's smaller.

DAN: What told you that? What told you that about it?

ROGER: Just the sheer size of it --

DAN: Size of it.

ROGER: -- and the appearance.

DAN: Okay.

ROGER: Yeah. But ordinarily based on my experience, the native pecans have a very intense flavor, normally they do, and, and based on my experience. I, I've got a number of pecan trees in my backyard --

DAN: Um-hmm.

ROGER: -- some of which are bigger shelled or --

DAN: Um-hmm.

ROGER: -- and then some of them are, are native. And we enjoy the natives primarily for snack foods.

DAN: Um-hmm.

ROGER: We use them in, in bars and that type of thing too. And the ones that I've had in the past, at least of the natives, have had that intense flavor. Seven-twenty-six didn't quite do it for me; didn't quite make the grade.

DAN: So, you thought it was a native, and you were looking --

ROGER: Yeah.

DAN: -- for that --

ROGER: I was looking for --

DAN: -- intense flavor.

ROGER: -- that criteria --

DAN: Yeah.

ROGER: -- in a native pecan --

DAN: Yeah.

ROGER: -- and I didn't taste it.

DAN: So you say intense flavor. Is that good? Bad?

ROGER: It's -- ordinarily it's a very good --

DAN: It's a good thing?

ROGER: -- experience. Yeah.

DAN: It's a good thing?

ROGER: Yeah. Yeah.

DAN: So intense meaning good flavor?

ROGER: Good flavor, right? You can immediately sense that --

DAN: Okay.

ROGER: -- on your palate. Yeah.

DAN: And on this pecan, what about that one instead of 492?

ROGER: It didn't taste fresh to me --

DAN: Okay.

ROGER: -- you know, based on what I've had in the past.

DAN: Okay.

ROGER: So, I had to sort of dock it a little bit on that.

DAN: Okay. All right.

ROGER: Yeah.

DAN: Now, four of you selected the last pecan that we tried, right?

CHERYL: Right.

DAN: So, tell me about that. Why was that your choice? Why is that your preference? What do you think, Cheryl?

CHERYL: Well, for one thing it's nice and plump --

DAN: Okay.

CHERYL: -- and pretty, but it also had better flavor I thought.

DAN: In what way?

CHERYL: Sweet. It had a sweet taste to it.

ROGER: It was -- seemed to be sweet and buttery to me.

MACKENZIE: Um-hmm. Yeah.

DAN: Buttery?

MACKENZIE: Yeah. Sweet.

CHERYL: Um-hmm.

DAN: Okay.

CHERYL: Yeah. And I liked it -- if -- even the one as big as the first one; still it was big enough to -- like, you know what you're getting --

DAN: Okay.

MACKENZIE: -- as opposed to, like, the second one. It was so small that -- maybe a pecan, could be something else, you know?

DAN: Okay.

MACKENZIE: You just -- like, you would make that one on top, and like the second one -- because it didn't, it didn't have a lot of taste to me --

DAN: Okay.

MACKENZIE: -- and it wasn't pretty.

DAN: It was just the size; it was the --

MACKENZIE: Yeah.

DAN: -- taste also?

MACKENZIE: The taste -- I loved the taste of the third one.

DAN: The third one?

MACKENZIE: But the second one was more of something like you would like grind up and put in a pie crust, like with some graham crackers or something. It wasn't like a main ingredient.

DAN: That you'd want to present as part of the --

MACKENZIE: Yeah.

DAN: -- wouldn't want to put it on top of the --

MACKENZIE: Yeah, it wasn't --

DAN: -- the top of the pie.

MACKENZIE: -- a main ingredient for me.

DAN: Okay.

MACKENZIE: It's sort of a --

DAN: Got it.

ANNA: -- extra.

DAN: So sweet, right? Sweet's, when you describe that?

ANNA: Um-hmm.

DAN: Buttery?

ANNA: Buttery, yeah.

DAN: What else would you describe that nut? When you say buttery, what do you mean by that? How's that?

ANNA: It's smooth --

DAN: Smooth?

ROGER: It seems to be smooth.

ANNA: Yeah, smooth to the --.

ROGER: It's not bitter.

ANNA: -- taste.

ROGER: It's not sour.

ANNA: Yeah.

DAN: Okay.

MACKENZIE: But it's not too nutty.

DAN: Okay.

MACKENZIE: Like it, it's just the right amount. Like to me, sometimes, peanuts are just too harsh.

DAN: Okay.

MACKENZIE: And a pecan is more mellow, but --

DAN: So is that the intenseness that he was talking about with --

MACKENZIE: No --

DAN: -- the other one?

MACKENZIE: -- I think the intenseness was like --

DAN: Just the --

MACKENZIE: It just tastes like a pecan.

DAN: Okay.

MACKENZIE: It, it just solid pecan taste.

DAN: Okay. All right. So let's just do an exercise. We didn't do this earlier, but you know -- how many people -- you guys told me which one you selected first. What's the second pecan that you would choose? What's the second, the number two, would you say?

CHRISTIE: Five-eighty-three.

CHERYL: Five-eighty-three.

DAN: Five-eighty-three?

ROGER: Yeah, 583.

DAN: Five-eighty-three. Okay. And 762 is the last one?

ANNA: So it was one \_\_\_\_\_ (0:20:44:4)

CHRISTIE: I would have chose 492 for my second, and my third would be that 726.

DAN: Okay. All right. All right. And you like 726?

TREY: Yeah.

DAN: So would be your second one --

TREY: \_\_\_\_ (0:20:53:6)

DAN: -- what would be your second choice?

TREY: I'm ruining your data. So, so second would be the last one we had which, I guess, was 492.

DAN: Okay. All right. All right. Good. All right. All right. So we talked about size. We talked about the sweetness of the pecan. We talked about the, the - just sort of the uniformity of the pecan, not being mottled, or, or broken, or smaller being important for size, right? What else is there about, about these pecans? We talked about the sweetness. We talked about buttery flavors. What other attributes would you use to describe pecans that we tried here today?

CHERYL: They have different colors --

DAN: Nutty flavor?

CHERYL: Yeah, I --

DAN: Color.

CHERYL: They do have a different color.

DAN: So what does that tell you? What is -- what do you, what do you learn from seeing the different colors? Does that say anything to you?

CHERYL: It might --

DAN: I know you said something --

CHERYL: -- mean that might be altered, that they're a funny color,

ROGER: If it's a little darker?

CHERYL: Yeah, I do wonder --

ROGER: Maybe a little more brown?

CHERYL: -- how fresh --

ROGER: It, it could be because -- you know, I mean it could be just due to the varietal, but also --

CHERYL: Um-hmm.

ROGER: -- it could be due to just how long it's been in storage.

CHERYL: Yeah.

DAN: Okay.

ROGER: They do change color.

DAN: Okay.

ROGER: They do darken.

DAN: All right. And you can taste the difference where, where a pecan has been a little bit bolder on the shelf too long.

MACKENZIE: Yeah, I feel like these --

CHERYL: Yeah.

MACKENZIE: -- are a little bit more dry compared to the ones that we get, you know, like straight --

DAN: Fresh.

MACKENZIE: -- off the tree --

DAN: Yup.

MACKENZIE: -- you know, and you just go inside and crack open.

DAN: And then --

MACKENZIE: A little different.

DAN: Doesn't have that fresh, little moister in -- nut then to it?

MACKENZIE: Um-hmm.

DAN: Is that right?

MACKENZIE: I think so.

DAN: Is that what you mean?

MACKENZIE: Yeah, compared to these, they were a little bit more dry than that.

DAN: Okay, so, so less moist. Okay. All right. So how many of you eat pecans just by themselves as they stand just like -- instead of in recipes, just eating a handful of pecans? How many of you guys eat that right like that? Okay.

UNIDENTIFIED FEMALE: Yeah.

DAN: What are you looking for when you're looking for a pecan to eat as just a snack food like that?

MACKENZIE: I want them to not -- I don't want them to be in, like, tiny pieces because I want to just grab a handful out of my freezer bag.

DAN: Okay.

MACKENZIE: And I want them to have like a sweet taste a little bit, and not too bitter.

DAN: Okay. So you want it to taste like you'd expect it to taste, and not bitter?

MACKENZIE: Right.

DAN: How about the rest of you guys?

CHRISTIE: We'll rinse it --

DAN: Yes.

CHRISTIE: -- you know --

DAN: Where it's gone bad.

CHRISTIE: -- so -- yes. That oily --

DAN: Do pecans do that?

CHRISTIE: Yes.

DAN: Do they?

MACKENZIE: Um-hmm.

ANNA: Um-hmm.

CHRISTIE: Yes. That's why I keep them in the freezer too --

MACKENZIE: Keep them in the freezer.

CHRISTIE: -- so I always -- if I grab any and pull, which is not --

MACKENZIE: It's always cold.

CHRISTIE: It, it's always cold --

MACKENZIE: Yeah.

CHRISTIE: -- but it's not -- but I don't eat them often, but yeah, I don't like them to be, you know, kind of off.

DAN: So do you salt those pecans? Are they salted, are they roasted, or are they just fresh when you eat those?

UNIDENTIFIED FEMALE: Just, just fresh.

CHERYL: On a roll.

CHRISTIE: I keep them in the freezer raw for --

DAN: Okay.

CHRISTIE: -- recipes.

DAN: Okay.

CHRISTIE: But if I eat them like in a -- like a bar mix or whatever, you know, they're --

DAN: Yeah.

CHRISTIE: -- salted.

DAN: Are they salted?

CHRISTIE: It -- yeah.

DAN: Helps drink that beer later.

CHRISTIE: Yeah.

TREY: Right. Oh yeah, I mean I, I just -- I guess I just see, like, pecans or, or nuts in general as like a really solid source of protein at a low price --

DAN: Okay.

TREY: -- and so, you know, nutrition --

DAN: Like diet I use for you, they are.

TREY: Yeah. Yeah, definitely. So, so if you were to tell me that like, like one of these pecans was healthier, I'd probably just go with that one if -- assuming the price was held constant. If you were telling me one of the, one of the pecans was the cheapest, well I'd probably go with that one. So, I mean -- so far as taste is concerned, I, I think that, for me at least, there are a lot of other components outside of taste. And maybe --

DAN: That's --

TREY: -- that's just that I don't have a discriminating enough --

DAN: Okay. How do the rest of you guys feel about that; nutrition important to you when you're looking at -- for nuts. Can you tell the difference between one is nutritious and not -- one is not, or do you look for that?

MACKENZIE: Can't tell.

ANNA: I don't know that I can tell, but that's one reason I would buy, buy them is for the protein --

DAN: Um-hmm.

ANNA: -- for me.

DAN: Um-hmm.

MACKENZIE: That is not something I consider.

DAN: Yeah.

MACKENZIE: I usually drown them in butter, and sugar, and stuff so --

DAN: Put them into your baking.

MACKENZIE: At, at some point --

DAN: Um-hmm.

MACKENZIE: -- the nutrition doesn't make much of a difference for a pie.

DAN: A pie and a cake is not going to make a, a lot of difference, right? Yup.

MACKENZIE: Yes.

DAN: Okay.

CHRISTIE: When I think of nutrition and nuts, a pecan wouldn't be the first -- like I would think an almond or pistachio if I were -- because that's why I don't keep -- I -- we do eat the others out of --

DAN: Okay.

CHRISTIE: -- the -- out of hand, but this I don't -- I only keep for, you know, to use occasionally because I don't find them to be as nutrition dense as other --

DAN: Okay.

CHRISTIE: -- nuts.

DAN: All right. All right. So -- okay good. That's good to know. So are, are, are there, are there reasons that you think -- or why is it that it's, it's less nutritious than other nuts would you think?

CHRISTIE: It, it --

DAN: Or is it, in your opinion, or --

CHRISTIE: I, I think it is, only because it's what people have told me.

DAN: Is that right?

CHRISTIE: So I don't have a primary source --

DAN: Are we right about that, or what? Is that -- is it --

ANNA: Well --

DAN: -- the nutrition of it?

ANNA: I think they say almonds are the -- maybe the best.

MACKENZIE: The almonds --

ANNA: But you -- I don't that --

MACKENZIE: -- yeah.

ANNA: -- that --

CHERYL: They're advertised that way.

ANNA: -- to be, to be honest, you know, like a cashew is really what would be my favorite; probably the next one or two I would go to would be the pecan.

DAN: Okay.

CHRISTIE: But is -- the cashew's my favorite too.

ANNA: Um-hmm.

CHRISTIE: And it's high -- it's -- isn't it highest in fat?

ANNA: Probably.

CHRISTIE: It is. I think it is. But my trainer tells me to eat almonds.

DAN: Almonds.

CHRISTIE: That's what she says.

DAN: Most nutritious.

MACKENZIE: Yeah. So, like, I'm swayed from going nutritious-wise by what the nut associations put on like TV and stuff like -- yeah, their commercials like pistachio, they always have new commercials out, and for some reason that makes me think that they're really healthy.

CHRISTIE: I do think they're lower in fat.

MACKENZIE: And it's the same for almonds.

CHRISTIE: I think that they're -- I don't think they're terrible.

MACKENZIE: Mama use to --

CHRISTIE: They're, they're not, you know --

MACKENZIE: Mama use to make, make me eat them as, as my lunches at school --

CHRISTIE: Yeah.

MACKENZIE: -- so --

DAN: So you got this pecan pie, and then you got pistachio pie.

MACKENZIE: Yeah, so it's totally different. Pecans have always been in sweet things for me growing up.

UNIDENTIFIED FEMALE: Yeah.

MACKENZIE: And then, when my mama made me eat healthy lunches, I had pistachios packed in my lunch box.

DAN: Oh, I see. I see. I see.

MACKENZIE: So maybe I'm just swayed by -- or influenced, or --

DAN: I see.

CHERYL: I never see too many recipes to bake pistachios.

DAN: I wouldn't think so.

CHRISTIE: They're pretty much --

DAN: I wouldn't think so.

CHRISTIE: -- a fresh thing.

DAN: Yeah.

CHERYL: You do taste it a little.

TREY: They put them in ice cream.

CHRISTIE: Yeah.

TREY: There's like pistachio ice cream.

CHRISTIE: I have pistachio smoothies.

DAN: Yeah?

CHRISTIE: Delicious.

DAN: Yeah?

UNIDENTIFIED FEMALE: Yes.

DAN: So we're talking about nutritious --

MACKENZIE: They're not fake.

DAN: -- value. We're talking about the healthy -- health -- pecans as a healthy food. Look at the three that we just tried today. Do any of those three look to be -- seem to be more healthy than the others? Can you tell?

MACKENZIE: I can't tell.

GROUP: I can't tell.

ROGER: That would be difficult to ascertain.

DAN: But to you, Trey --

ROGER: -- despite appearance.

DAN: Right. But to you, Trey, knowing that if somebody told you that this is more nutritious than the other one, that would be the one that you would probably go for --

TREY: Yeah.

DAN: Right?

TREY: Definitely.

DAN: Unless it's --

TREY: I mean --

DAN: -- three times the price.

TREY: -- if you had like three bins, and then you had, you know, your health information or, you know, the protein or caloric -- you know, the calorie numbers per serving, yeah, I would definitely just pick the one with the most --

DAN: Okay.

TREY: -- protein, lowest calories.

DAN: Okay.

TREY: -- and move on.

DAN: But for pecans, from what I hear you guys saying, tell me if this right or wrong, but from what I hear you saying around this room, it may be important to you, Trey, but for the rest of you guys, you use it --

TREY: I'm sorry.

DAN: -- in your, in your pies and cakes and things like that, in desserts. And nutrition's not really a big part of why you eat pecans, is that right?

MACKENZIE: Yeah.

DAN: Is that right?

ANNA: Yeah.

DAN: Okay. For you, Trey, it may be different, but --

TREY: Yeah.

DAN: -- for the rest of you guys, yeah. All right. So what are the ways that you eat pecans as part of a recipe? We talked a little bit about pies. We talked about pecan pie. Everybody loves those. Lots of sugar in that, right? How else do you use pecans? How else have you used pecans in recipes?

CHERYL: I make granola with pecans.

DAN: Home-made granola.

ANNA: That's good. Um-hmm.

DAN: Okay. So what does that have in it? It has like oats?

CHERYL: Oatmeal --

DAN: Oatmeal?

CHERYL: -- brown sugar, pecans, flour, and butter.

DAN: So you use pecans as your nut of your choice for that?

CHERYL: Um-hmm.

DAN: And why is that?

CHERYL: Because that's what the recipe calls for, but we like them too.

DAN: Yeah.

CHERYL: Yeah.

DAN: Yeah. It blends well with those other --

CHERYL: Yeah.

DAN: -- with those other things, right?

CHERYL: It also makes good topping on any kind of a, a fruit, like a fruit apple crisp, peach crisp, cherry --

DAN: Again, pistachios --

CHERYL: So instead of --

DAN: -- may be more nutritious, but pecans are going to be the choice for those --

CHRISTIE: Yeah.

DAN: -- I suppose.

CHRISTIE: And they're a substitute that -- I use the granola as a substitute for pie dough rather than making pie dough --

DAN: Oh.

CHERYL: -- put the granola topping --

CHRISTIE: That's clever.

UNIDENTIFIED FEMALE: That's a good set up.

CHERYL: -- with the pecans and the oatmeal. It's really good.

CHRISTIE: Yeah, it sounds pretty --

CHERYL: Um-hmm.

DAN: Mmm. Okay. Good. Good. So granola bars. What other recipes have you guys used pecans in?

CHRISTIE: I --

DAN: What do you like to use it in? Yeah.

CHRISTIE: I -- so I always have them because there's this one recipe with Gala apples, you know, mixed greens, a handful of pecans, and blue cheese --

DAN: Ooh.

CHRISTIE: -- with a vinaigrette, and it is --

DAN: Sounds delicious.

CHRISTIE: It's a Pioneer Woman recipe. You can look it up. It's delicious. But I normally have the -- a bag of pecans in the freezer just for that, but I do find -- to your comment about the granola, I do -- if I'm looking for a little bit of crunch in my oatmeal, you know, I'll often grab a handful and throw it in there.

DAN: Just a handful?

CHRISTIE: Um-hmm.

DAN: You don't cut them up, or anything? No? Just put them in?

CHRISTIE: I'm too lazy to --

DAN: Yeah, got you --

CHRISTIE: -- so --

DAN: -- got you. Me, too. And how about you, Anna? How are you -- what recipes do you use --

ANNA: I suppose I don't really make that much to tell you the truth.

DAN: So you just keep them as a snack food --

ANNA: I --

DAN: -- and not for the recipes?

ANNA: Mainly a snack for me.

DAN: Okay. All right. Mackenzie?

MACKENZIE: I like them in candy, so I love divinity at Christmas --

DAN: Ooh.

MACKENZIE: -- and I put a pecan half on top of all of them, and so I think those are really good. But that's only special occasions for Christmas. Every other time of the year I really like them in a fresh apple cake --

DAN: Mmm. Sounds good.

MACKENZIE: -- with cream cheese icing. You stick them in the cake, and then decorate the cake with pecans --

DAN: Apple cake.

MACKENZIE: -- like chopped --

CHRISTIE: Mmm. That'd be good.

MACKENZIE: Yeah. And then put chopped pecans all around the outside.

DAN: Apple pie?

MACKENZIE: I do not make apple pie.

DAN: Okay.

CHERYL: They go well with bananas.

DAN: They go well with bananas?

CHRISTIE: Yeah, that's true.

CHERYL: Like banana-nut muffins, banana dished, you know.

DAN: Yeah.

CHERYL: Banana-pecan waffles, you put on --

DAN: Yeah.

CHERYL: -- on cakes.

DAN: And I've seen them in recipes for banana bread, right, where you put pecans --

CHERYL: Banana bread --

DAN: -- in the bread.

CHERYL: -- banana muffins, yeah.

DAN: Yes. Okay. Yup.

ROGER: I was going to mention that and -- you're asking the wrong person. My wife is the, the chef here, you know when it comes to recipes, but -- yeah. We, we use a lot of pecans, but you know, once again I've got a captive supply --

DAN: Yeah.

ROGER: -- so it's virtually free.

DAN: Free?

ROGER: Free, as a pecan speaking here, but it's, it's, it's the closest thing to it.

DAN: Great.

ROGER: Closest thing to a free lunch, Trey, but, but we use them a lot in bars too. I mean, like chocolate bars, or either you, you put the, the whole nut on top or you just chop them up, and then you mix it with, you know, the mix, the pack mix, and, and then --

DAN: For brownies or what --

ROGER: -- you make up the -- well, it could be -- yeah, mostly for brownies.

DAN: Brownies.

ROGER: And then, I, I guess there's -- maybe there's some distinction between brownies and bars, but, but brownies is a classic example, yeah.

DAN: Okay.

CHERYL: Million-dollar fudge.

ANNA: Yeah, I was going to say --

CHERYL: Got to have --

ANNA: -- some people have been --

CHERYL: -- tons of nuts in that on a dish, or, or

DAN: Oh.

CHERYL: -- Aunt Bill's Brown Candy is full of pecans.

DAN: Pecans, okay.

CHERYL: It's like a home-made caramel. Um-hmm.

DAN: So you make that and put it in there. So do you treat those before you put them into the mix, or just put them straight into the mix?

CHERYL: Straight in.

DAN: I didn't know if you candied them first, or something, right? No? You just put them straight in?

MACKENZIE: Straight in.

CHERYL: Straight in.

DAN: Candied pecans? Anybody everybody ever do that?

CHRISTIE: Oh, yeah.

CHRISTIE: I mean a -- for snacks.

DAN: Pralines?

MACKENZIE: Yeah, they're delicious.

DAN: Um-hmm.

UNIDENTIFIED FEMALE: Yeah.

DAN: Um-hmm.

ANNA: With sugar and cinnamon.

UNIDENTIFIED FEMALE: Um-hmm.

CHERYL: Yeah.

DAN: Trey, how do you like to use pecans when you're using the recipes?

TREY: I'm, I'm starting to realize I'm the only one that's a terrible chef. That's so --

DAN: How about waffles?

TREY: Yeah, that's about --

DAN: That's pretty easy.

TREY: -- where I'm at. No, I mean, I, I, make a lot of trail mix; sort of like mixed nuts, and you know -- so it's not really a recipe, I guess. I, I'm not fancy.

DAN: All for nutrition. That's all it is.

TREY: Right.

DAN: That's the best thing for you, man --

TREY: Yeah, I mean --

DAN: -- as a source of protein.

TREY: Yeah, exactly. It's a good source of protein that I don't have to refrigerate --

DAN: Good.

TREY: -- and it doesn't go bad. Apparently, it does. I, I didn't know that --

CHRISTIE: It -- like does. Yeah.

TREY: -- but, news to me.

CHRISTIE: Stick them in the freezer.

DAN: Yeah.

MACKENZIE: In a freezer bag, twice.

ROGER: I'm a -- made to --

MACKENZIE: Two freezer bags.

ROGER: Oh, I guess I really enjoy German chocolate cake --

DAN: Ooh.

ROGER: -- okay? And so when you do mix up the frosting in with the coconut --

DAN: Um-hmm.

ROGER: -- pecans are a major component of that.

DAN: Good.

ROGER: And so, I really -- I mean, it's, it's right up there with pecan pie in terms of desserts.

DAN: Ooh, sounds good.

MACKENZIE: Mmm. And hummingbird cake has pecans in it.

CHERYL: Yeah, it does.

DAN: I've never heard of that. Now, what's that?

CHRISTIE: It's southern.

MACKENZIE: It's bananas, pineapples, coconut --

DAN: Mmm.

MACKENZIE: -- white cake, yellow cake --

DAN: Mmm.

MACKENZIE: -- cream cheese frosting.

DAN: Sounds great.

ANNA: Yeah.

MACKENZIE: -- and pecans.

ANNA: Yeah. Yeah.

DAN: Hummingbird cake.

CHERYL: Things you can't eat very often because you feel full.

ANNA: Yeah.

UNIDENTIFIED FEMALE: Yeah.

DAN: Well --

UNIDENTIFIED FEMALE: Yeah.

DAN: -- great. Well good, so thinking about the recipes -- we just talked about some different recipes for using pecans. And the three different pecans that we tried here today; any one of those seemed like it'd be one that you'd choose for using in recipes more than the others? And we talked a little bit about this. And we talked about the 762 [phonetic], you might grind that up and put it into your, your, your cake -- I mean, your pie crust, right? And the other ones, the bigger ones would go in the pie because they look good on top of the pie, right? The, the bigger --

UNIDENTIFIED FEMALE: Right.

DAN: -- 583? Anything else? Any one of those seem like it would work better for recipes you make, or not?

MACKENZIE: I like 492. I just thought it was a good size, so you could chop it --

DAN: Um-hmm.

MACKENZIE: -- but it was big enough that you could leave it whole if you wanted to. And as -- it was bigger --

DAN: So when you gave me your preferences on that, you were thinking about how to use that --

MACKENZIE: Um-hmm.

DAN: -- in recipes --

MACKENZIE: How I would normally use them.

DAN: -- that you use, all of you guys, right?

GROUP: Um-hmm.

DAN: Yeah. Okay. All right. Good. All right. Anything else on recipes for pies, or cakes, or any other recipes with pecans? Anything else on that? Okay. All right. So are there any of these pecans that you think would be good just as a standalone just to try by itself? Any one of these that would work best for that, or does your preference change on that at all?

MACKENZIE: Mine are the same.

DAN: The same?

ANNA: Mine's the same.

UNIDENTIFIED FEMALE: Same.

DAN: Same? Same on that; eating it just the way it is, you just go with what you got? Okay. All right. All right. So what about if pecans were added to, like, raisins and salted peanuts as part of a trail mix? Which of these pecans would be best to use for something like that, if any? Any in particular would stand out best?

CHRISTIE: What did you say? Raisins and --

DAN: And do you like salted peanuts --

CHRISTIE: Okay.

DAN: -- and, you know, as part of a trail mix --

CHRISTIE: Okay.

DAN: -- that you make, right, when you make trail mix?

TREY: Well, that's why I'd want the small one because if not --

DAN: \_\_\_\_\_ (0:35:17:9).

UNIDENTIFIED FEMALE: Yeah.

TREY: -- like raisins in the top or it falls to the bottom like trail mix, and then I don't want eat -- like the beauty of trail mix or mixed nuts is that you get a mix.

DAN: Right.

UNIDENTIFIED FEMALE: Yeah.

TREY: And I'm not going to get that if I have just a really big nut --

DAN: So you throw some, what, some M&M's in there too, or some --

TREY: Right.

DAN: Yeah.

CHERYL: So you can -- yeah. You can use the smaller one, or you can cut the bigger one in half.

TREY: Yeah. I know that works --

CHERYL: They're about the same size.

TREY: -- the same way.

DAN: So the flavor is about the same to you guys, as far as that goes; for trail mix? Were there any difference between those two and the flavor to you?

MACKENZIE: I don't know. I still feel like that you should pick the pecan based on the flavor and not the size, and then you can make the size fit what you need it for.

DAN: You can cut it up if you need to.

CHERYL: Um-hmm.

ANNA: Yeah.

DAN: Okay. Got it.

MACKENZIE: So I would probably still pick the same order --

DAN: You'd say --

MACKENZIE: -- and just chop it.

DAN: -- same order?

MACKENZIE: Yeah.

DAN: The rest of you guys feel the same way, or what do you think?

CHRISTIE: I would say if I'm going to expend the calories to eat something on it, to taste like, you know, I'm getting something for the expenditure. So to me, like I would say 726, not -- I, I don't know that it's really worth it to me.

DAN: Okay. All right.

CHRISTIE: So, it's got to pack some sort of flavor punch so I know that I'm eating --

DAN: It just didn't have the flavor --

CHRISTIE: -- something.

DAN: -- that you want, or looking for --

CHRISTIE: Right. Right.

DAN: -- I'd say. Okay.

MACKENZIE: I need to taste --

ROGER: Seven-twenty-six just didn't, you know, make the grade with me and, and, and so, ordinarily, I, I would choose the smaller one, the natives, as a trail mix --

DAN: Right.

ROGER: -- because it's sort of conformed with the rest of the trail mix. It just -- it doesn't maybe stand out as opposed to the composition of everything you got in there. But if, if 726 had a great flavor, or at least a, a better flavor, I'd, I'd give it a higher grade of rating, but when it, when it comes to the -- you know, the ones that we, we looked at today, I thought 492 -- it's, it, it's got a good flavor, and -- I've seen a number of improved or paper shells that are quite, quite large, and this one's really pretty modest in size in terms of --

DAN: That one is? Yup.

ROGER: -- a paper shell.

DAN: Yup.

DAN: But the 726 was the one that, to you --

MACKENZIE: \_\_\_\_\_ (0:37:28:2)

DAN: Yeah. But that was the one that you expected was a native, and then when you --

ROGER: Yeah.

DAN: -- tasted it, it just didn't have that flavor you expected.

ROGER: It, it didn't have the flavor that I was looking for.

DAN: So again, it's kind of like your, your expectation was not met when you actually tried it?

ROGER: Right. Right.

DAN: The rest of you guys like the natives? Anyone else? We didn't talk too much about the differences, but --

CHERYL: Yeah.

MACKENZIE: I guess I would --

CHERYL: We eat a lot of native pecans. We use to have pecan trees growing up some.

DAN: And you could, you could taste the difference?

CHERYL: Um-hmm.

ROGER: Yeah.

CHRISTIE: I did not know there was such a thing.

ROGER: It's small pecans.

CHRISTIE: Like if you would have said; hey, I'm eating a native pecan, I would think -- I, I don't -- I have no idea what you're talking about. I did not know that there was a distinction --

DAN: Okay.

CHRISTIE: -- among pecans.

DAN: Okay.

CHRISTIE: So, I'm uneducated.

DAN: And now you learned something today?

CHRISTIE: I, I did. I absolutely did.

MACKENZIE: We just grew up eating the pecans off the tree.

DAN: Right.

MACKENZIE: You know --

CHERYL: Yeah.

MACKENZIE: -- we'd bring in the big bucket of nuts, and then you'd sit on the couch, and you'd have to crack them.

DAN: Yup.

MACKENZIE: That was our job as a little kid --

CHERYL: Yeah.

ANNA: Um-hmm.

MACKENZIE: -- you get to crack them.

DAN: Crack those nuts.

MACKENZIE: And we'd do it by hand, so as not as cool as the new --

UNIDENTIFIED FEMALE: Um-hmm.

MACKENZIE: -- anything.

CHERYL: Um-hmm. We still do.

DAN: So your family used pecans a lot then?

MACKENZIE: Um-hmm.

DAN: Yeah.

MACKENZIE: We grew up with them.

DAN: Yup. Yup, we did too. Yup. Any other thoughts on the pecans that we tried today? Anything else? I think we've covered a lot of what we were going to just talk about today, but is there anything else we missed? Anything else we need to know?

CHRISTIE: I feel like, in the store, that pecans are one of the more expensive nuts.

DAN: Is that right?

CHERYL: Now, they're real high, yeah.

CHRISTIE: Yeah, it's like $12.62 per a big bag of pecans. I don't know what --

CHERYL: I was thinking about $9.00 or $10.00 for that big bag.

CHERYL: Yeah.

CHRISTIE: Yeah,

CHERYL: The big bag's about --

ANNA: They're pretty expensive right now.

CHERYL: -- $10.00 or $11.00.

ANNA: They have been a lot cheaper.

CHRISTIE: Okay.

ANNA: Um-hmm. Used to get them for $4.00 or $5.00 a bag --

CHRISTIE: Is that right?

ANNA: -- but now they're like almost double that. Yeah. They're \_\_\_\_\_ (0:39:05:2).

CHRISTIE: Okay.

DAN: So is that a big factor --

MACKENZIE: I agree.

DAN: -- in your selection of which nuts to, to buy. I mean, if you're making pecan pie, you're going to buy pecans, but --

ANNA: I think if it's Christmas, you're going to spend money on them, and if you're going to just snack away, you might not spend as much. I don't know. It just depends.

CHRISTIE: I'm always buying them for like a specific recipe and stuff, but -- so it doesn't matter much other than like when I actually stand there looking at all the -- you know, all the choices like -- for the same amount, I could spend this, or this, and I'm always just surprised that they're -- I just figure there's more labor involved in harvesting them, or something. I don't know. I still buy them, but I always think; ooh, that was kind of expensive.

DAN: A little expensive?

CHRISTIE: Yeah.

DAN: Um-hmm.

CHERYL: We still buy them too --

CHRISTIE: Yeah.

CHERYL: -- but they are pretty high.

ANNA: Um-hmm.

DAN: Um-hmm.

CHERYL: And the -- you don't have a lot of choices on the shelf. There's one kind.

CHRISTIE: Yeah.

CHERYL: One brand. That's it.

DAN: Is that right?

CHERYL: Yeah, so when you say, you know -- I mean, I know there's more varieties, but all we have available at the store --

CHRISTIE: Yeah.

CHERYL: -- is one kind.

DAN: Do you ever buy pecans through like any of the farmers' markets, or local markets where they have local nuts?

CHERYL: Through the Ag. They have some down in Horticulture, I think, every year; either raw peanuts or pecans, and I'll buy those, but that's very seasonal.

DAN: Um-hmm.

CHERYL: You can't get them all year around.

DAN: Um-hmm. Um-hmm.

CHERYL: Or you can pick your own.

MACKENZIE: I'm more like Roger. I don't buy them so much because every other year, I stock them up into my freezer, and then I keep them in my freezer --

ROGER: I just --

MACKENZIE: -- so I don't --

ROGER: I grow mine --

DAN: Yeah.

ROGER: -- and fortunately, they do freeze quite well, and they -- if you, if you freeze them properly, they will store for actually several years in the freezer. I'm -- in a refrigerator, about three to six months --

DAN: Okay.

ROGER: -- before they do turn sort of somewhat rancid --

CHERYL: Yeah.

ROGER: -- because of the oils in the, in the, in the nut. And when they start turning on you, then you know, it's, it's either you better use them up real fast, or you might as well just toss them.

DAN: Okay. Good.

ROGER: Yeah.

DAN: All right. So, let's just summarize what we learned up here today; we tried three different pecans, three different varieties of pecan, you each were able to tell differences between those three, and then you told us what you thought about those. You rated them on a survey. And when it came down to it, really the 492 was, was preferred by most of you; four of the six of you preferred 492. And the reason for that was the taste, the flavor, and the sweetness of the flavor, and the buttery flavor, and the, the, the, the taste of the nut itself, right? A couple of you selected other pecans for different reasons. Yours was based on the appearance more than anything else; the way that it looked, and you liked the way that it was uniform-looking. And, and for you, Trey, you liked the, the smaller nut because of the way that you would use it, which would be in those trail mixes and things like that, and you thought that it had good flavor, and was hard to tell, really, the differences between them. But that smaller nut, you could use it for the different ways you that you'd use it. Anything else on that? Okay.

Talked about some ways that we use pecans today; in pies and a lot of the, the sweets, either baking or, or in pies and cakes, and other desserts are, are popular ways to use pecans. But other ways that you use them are just to eat them as nuts, free-standing, for the nutritional value, for the protein value of it, but also as part of a trail mix, or part of bars like we talked about, or brownies, those types of things. And so I think we learned a lot today. Is there anything else that we need to know before we leave today, before we get out of here?

ROGER: I think pecans are perceived as sort of a, a, a southern-grown nut. I mean, for most native Oklahomans, it's you know, you used them -- you grew up with them, you ate them a lot growing up, and, and so, I mean, what's you know -- what, what's your beef with them? I mean, it --

DAN: Okay.

ROGER: -- you should like them, right?

DAN: Right.

ROGER: But I don't think it has a national presence, obviously, as the almonds, or pistachios, or say walnuts even that are grown in California. I think a lot of that has to do with the, the marketing emphasis --

DAN: Um-hmm.

ROGER: -- and the national sale promotion.

DAN: Um-hmm.

ROGER: And I don't think we see that in pecans.

DAN: So to differentiate pecans from walnuts, or from almonds, or from pistachios, you know, what would be that sales pitch? What would you, what would you use? What would be the reason that you would want to buy pecans versus those other types of nuts?

ROGER: Well, I, I --

DAN: What do think they should highlight when they're trying to advertise it?

ROGER: I, I think they need to highlight the -- either nutritional value -- if there's any, any differences, you know, in, in terms of testing the differences between those nuts to emphasis the, the nutritional value, and also the flavor --

DAN: Um-hmm.

ROGER: -- and appearance as well. They could emphasize its appearance in a pie, or, or in, in some other recipe where they're, they're, they're whole.

DAN: Um-hmm.

ROGER: And, and it -- really the, the bang for the buck, I guess, that most consumers are looking for.

DAN: Okay. All right. All right. So getting that nutrition from a, from a pecan versus a walnut or a --

ROGER: Um-hmm.

DAN: -- or a -- or peanut, for instance. And then also the, the way it looks; the appearance, very important, and using it in different recipes. It's -- it looks good, right?

MACKENZIE: It's a down home nut, I feel like --

DAN: Yup.

MACKENZIE: -- maybe because I --

DAN: Yup.

MACKENZIE: -- grew up with them too in North Alabama. So South Alabama, they had the peanuts. North Alabama, pecans were sort of our --

DAN: Um-hmm.

MACKENZIE: -- nut. That's what we always had growing up.

DAN: Um-hmm. Um-hmm.

MACKENZIE: And they're versatile. Like you could use them in, in savory like a salad, and then the sweet potatoes --

DAN: Um-hmm.

MACKENZIE: -- but then you put them in desserts, and everybody likes pecan desserts --

DAN: Um-hmm.

MACKENZIE: -- unless you're allergic to them. But even then, you'd probably still like them if you're weren't allergic to them. They're just -- I don't know, like a good down home nut. Like they make you feel like you're at home and they're happy.

DAN: There you go. That might be a good approach --

MACKENZIE: Yeah.

DAN: -- as the down home nut, right?

MACKENZIE: Yeah. The down home nut.

ANNA: Yeah, and that's, and that's a good commercial.

DAN: That would be the tag line right there, you know? Okay. Well, I want to thank each of you today for taking the time out, and come in and spend it with us. I really do appreciate it. We learned a lot, and hope you did too. But thank you.

ROGER: Thank you.

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