

Marketing Pecans

Guide Z-304

Esteban Herrera, Extension Horticulturist
Thomas Clevenger, Professor, Agricultural Economics
and Agricultural Business
Bealquin Gomez, Extension Economist

Cooperative Extension Service
College of Agriculture and
Home Economics



This publication is scheduled to be updated and reissued 04/08.

Pecans are commonly sold by commercial growers on a price-per-point basis. The price-per-point is the dollars per pound of edible nut meat. The higher the nut meat percentage in a sample or samples of pecans from a given lot, the higher the price paid to a grower for a pound of in-shell pecans. Nut meat yield, also called shell-off percentage, refers to the amount of nut meat yield in relation to the weight of the whole (in-shell) pecan.

Once pecans are sampled, and the shell-off percentage is determined, the grower's price can be **calculated**. To calculate the grower's price, the price-per-point being offered and the percent kernel (shell-off percentage) from the sample must be known. These two values are used to calculate the price a grower will receive for in-shell pecans. The calculation is:

$$\begin{array}{l} \text{Price per pound} \\ \text{of in-shell pecans} \end{array} = (\% \text{ kernel}) \times (\text{price-per-point})$$

If kernel percentage and the price-per-point being offered are known, use table 1 to find the equivalent price per pound of in-shell pecans. To use table 1, find the shell-off percentage (percent kernel) in the left-hand column, then find the quoted price-per-point across the top row of the table. The intersection of the percent kernel row and the quoted price-per-point column will be the price per pound of in-shell pecans. If the price-per-point being quoted is between the 5-cent increments of table 1, use the calculation above to get an exact price per

pound for in-shell pecans.

If a grower knows the percent kernel from crop samples and the in-shell price per pound, the price-per-point (price per pound of pecan nut meat) can be calculated by the formula:

$$\text{Price-per-point} = \frac{\text{in-shell price per pound}}{\% \text{ kernel}}$$

Table 2 is a quick reference to price-per-point. Find the percent kernel in the left-hand column and the in-shell price per pound in the row across the top of the table. The intersection of the percent kernel row and the in-shell price per pound column is the price-per-point.

Growers can use tables 1 and 2 as easy guides to help calculate prices when negotiating crop prices with brokers, processors and other buyers.

Growers who have an independent sample taken to determine percent kernel for their pecans will be in a better position to negotiate prices with buyers and brokers. The New Mexico Department of Agriculture, on the New Mexico State University campus in Las Cruces, provides this service for local pecan growers. Some pecan cleaners will sample a grower's pecans and calculate a percent kernel, and so will some buyers. This should be done before the sale so the grower and buyer understand the quality of the pecans involved in the transaction.

Table 1. Price per pound of in-shell pecans. Price per pound of in-shell pecans = percent kernel x price-per-point.

Percent Kernel	Price Per Point (in dollars)																	
	1.50	1.55	1.60	1.66	1.70	1.75	1.80	1.85	1.90	1.95	2.00	2.05	2.10	2.15	2.20	2.25	2.30	2.35
40	0.600	0.62	0.64	0.66	0.68	0.700	0.720	0.740	0.760	0.780	0.800	0.820	0.840	0.860	0.880	0.900	0.920	0.940
41	0.615	0.64	0.66	0.68	0.70	0.718	0.738	0.759	0.779	0.800	0.820	0.841	0.861	0.882	0.902	0.923	0.943	0.964
42	0.630	0.65	0.67	0.69	0.71	0.735	0.756	0.777	0.798	0.819	0.840	0.861	0.882	0.903	0.924	0.945	0.966	0.987
43	0.645	0.67	0.69	0.71	0.73	0.753	0.774	0.796	0.817	0.839	0.860	0.882	0.903	0.925	0.946	0.968	0.989	1.011
44	0.660	0.68	0.70	0.73	0.75	0.770	0.792	0.814	0.836	0.858	0.880	0.902	0.924	0.946	0.968	0.990	1.012	1.034
45	0.675	0.70	0.72	0.74	0.77	0.788	0.810	0.833	0.855	0.878	0.900	0.923	0.945	0.968	0.990	1.013	1.035	1.058
46	0.690	0.71	0.74	0.76	0.78	0.805	0.828	0.851	0.874	0.897	0.920	0.943	0.966	0.989	1.012	1.035	1.058	1.081
47	0.705	0.73	0.75	0.78	0.80	0.823	0.846	0.870	0.893	0.917	0.940	0.964	0.987	1.011	1.034	1.058	1.081	1.105
48	0.720	0.74	0.77	0.79	0.82	0.840	0.864	0.888	0.912	0.936	0.960	0.984	1.008	1.032	1.056	1.080	1.104	1.128
49	0.735	0.76	0.78	0.81	0.83	0.858	0.882	0.907	0.931	0.956	0.980	1.005	1.029	1.053	1.078	1.103	1.127	1.152
50	0.750	0.78	0.80	0.83	0.85	0.875	0.900	0.925	0.950	0.975	1.000	1.025	1.050	1.075	1.100	1.125	1.150	1.175
51	0.765	0.79	0.82	0.84	0.87	0.893	0.918	0.944	0.969	0.994	1.020	1.046	1.071	1.097	1.122	1.148	1.173	1.199
52	0.780	0.81	0.83	0.86	0.88	0.910	0.936	0.962	0.988	1.014	1.040	1.066	1.092	1.118	1.144	1.170	1.196	1.222
53	0.795	0.82	0.85	0.87	0.90	0.928	0.954	0.981	1.007	1.034	1.060	1.087	1.113	1.140	1.166	1.193	1.219	1.246
54	0.810	0.84	0.86	0.89	0.92	0.945	0.972	0.999	1.026	1.053	1.080	1.107	1.134	1.161	1.188	1.215	1.242	1.269
55	0.825	0.85	0.88	0.91	0.94	0.963	0.990	1.018	1.045	1.073	1.100	1.128	1.155	1.183	1.210	1.238	1.265	1.293
56	0.840	0.87	0.90	0.92	0.95	0.980	1.008	1.036	1.064	1.092	1.120	1.148	1.176	1.204	1.232	1.260	1.288	1.316
57	0.855	0.88	0.91	0.94	0.97	0.998	1.026	1.055	1.083	1.112	1.140	1.169	1.197	1.226	1.254	1.283	1.311	1.340
58	0.870	0.90	0.93	0.96	0.99	1.015	1.044	1.073	1.102	1.131	1.160	1.189	1.218	1.247	1.276	1.305	1.334	1.363
59	0.885	0.91	0.94	0.97	1.00	1.033	1.062	1.092	1.121	1.150	1.180	1.210	1.239	1.269	1.298	1.328	1.357	1.387
60	0.900	0.93	0.96	0.99	1.02	1.050	1.080	1.110	1.140	1.170	1.200	1.230	1.260	1.290	1.320	1.350	1.380	1.410

Table 2. Price-per-point or price per pound of pecan meat. Price-per-point = percent kernel/in-shell price.

Percent Kernel	In-Shell Price Per Pound (in dollars)															
	0.50	0.55	0.60	0.65	0.70	0.75	0.80	0.85	0.90	0.95	1.00	1.05	1.10	1.15	1.20	1.25
40	1.250	1.375	1.500	1.625	1.750	1.875	2.000	2.125	2.250	2.375	2.500	2.625	2.750	2.875	3.000	3.125
41	1.220	1.341	1.463	1.585	1.707	1.829	1.951	2.073	2.195	2.317	2.439	2.561	2.683	2.805	2.927	3.049
42	1.190	1.310	1.429	1.548	1.667	1.786	1.905	2.024	2.143	2.262	2.381	2.500	2.619	2.738	2.857	2.976
43	1.163	1.279	1.395	1.512	1.628	1.744	1.860	1.977	2.093	2.209	2.326	2.442	2.558	2.674	2.791	2.907
44	1.136	1.250	1.364	1.477	1.591	1.705	1.818	1.932	2.045	2.159	2.273	2.386	2.500	2.614	2.727	2.841
45	1.111	1.222	1.333	1.444	1.556	1.667	1.778	1.889	2.000	2.111	2.222	2.333	2.444	2.556	2.667	2.778
46	1.087	1.196	1.304	1.413	1.522	1.630	1.739	1.848	1.957	2.065	2.174	2.283	2.391	2.500	2.609	2.717
47	1.064	1.170	1.277	1.383	1.489	1.596	1.702	1.809	1.915	2.021	2.128	2.234	2.340	2.447	2.553	2.660
48	1.042	1.146	1.250	1.354	1.458	1.562	1.667	1.771	1.875	1.979	2.083	2.188	2.292	2.396	2.500	2.604
49	1.020	1.122	1.224	1.327	1.429	1.531	1.633	1.735	1.837	1.939	2.041	2.143	2.245	2.347	2.449	2.551
50	1.000	1.100	1.200	1.300	1.400	1.500	1.600	1.700	1.800	1.900	2.000	2.100	2.200	2.300	2.400	2.500
51	0.980	1.078	1.176	1.275	1.373	1.471	1.569	1.667	1.765	1.863	1.961	2.059	2.157	2.255	2.353	2.451
52	0.962	1.058	1.154	1.250	1.346	1.442	1.538	1.635	1.731	1.827	1.923	2.019	2.115	2.212	2.308	2.404
53	0.943	1.038	1.132	1.226	1.321	1.415	1.509	1.604	1.698	1.792	1.887	1.981	2.075	2.170	2.264	2.358
54	0.926	1.019	1.111	1.204	1.296	1.389	1.481	1.574	1.667	1.759	1.852	1.944	2.037	2.130	2.222	2.315
55	0.909	1.000	1.091	1.182	1.273	1.364	1.455	1.545	1.636	1.727	1.818	1.909	2.000	2.091	2.182	2.273
56	0.893	0.982	1.071	1.161	1.250	1.339	1.429	1.518	1.607	1.696	1.786	1.875	1.964	2.054	2.143	2.232
57	0.877	0.965	1.053	1.140	1.228	1.316	1.404	1.491	1.579	1.667	1.754	1.842	1.930	2.018	2.105	2.193
58	0.862	0.948	1.034	1.121	1.207	1.293	1.379	1.466	1.552	1.638	1.724	1.810	1.897	1.983	2.069	2.155
59	0.847	0.932	1.017	1.102	1.186	1.271	1.356	1.441	1.525	1.610	1.695	1.780	1.864	1.949	2.034	2.119
60	0.833	0.917	1.000	1.083	1.167	1.250	1.333	1.417	1.500	1.583	1.667	1.750	1.833	1.917	2.000	2.083

New Mexico State University is an equal opportunity/affirmative action employer and educator. NMSU and the U.S. Department of Agriculture cooperating.