



Europe Pecan In-Store Promotion

2026

Spain is an important destination of U.S. agricultural exports, reaching a total of \$2.49 billion in 2025. Tree Nuts are among the top 10 commodities exported to Spain last year, offering good opportunities for U.S. pecans. While pecans are not yet widely established in the Spanish market compared to other tree nuts, this creates opportunities to build awareness and stimulate demand. Introducing U.S. pecans through a familiar, seasonal bakery product provides an accessible way for consumers to discover the product.

SUSTA is offering approved pecan companies the opportunity to participate in a planned promotional campaign for U.S. pecans in Spain. The proposed campaign includes the launch of a limited-edition pecan pie-style cookie made with U.S. pecans during the festive season at the end of 2026. Final campaign details and timing are subject to change.

SUSTA exporters registered in the event will have their products reviewed by the Spanish importer participating in SUSTA's U.S. Pecan Promotion in Spain. The importer will contact and review all registered companies to make a final selection of the supplier(s) for the promotion and will coordinate arrangements for purchase. If selected by the importer, our European Consultant, Phaff Export Marketing, will contact you with further details. Please register if you would like your company to be considered for this opportunity.

Participation Fee: Free*

***Selected companies will be required to complete an Initial and Concluding Survey as a part of participating in this event.**

Registration Deadline: August 14, 2026

Industry Focus: Food Ingredients
Product Description: U.S. Pecans (Bakery Ingredient)

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

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and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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