



— 2023 —

HOLIDAY GIFTS

PEARSON
SINCE 1885 FARM



“We’re so happy we found Pearson Farm. They’ve grown pecans plus wonderful Georgia peaches for several generations and obviously know what they’re doing!”

ANNE V.



Tradition is at the heart of all we do here at Pearson Farm. That’s evident throughout the year as we work in peach and pecan orchards planted by our great-great-grandfather, but it becomes even clearer around the holidays. By November and December each year, farm harvest traditions converge with family and faith traditions to create a season we all cherish. Pearsons of all ages come together in Fort Valley to shell and pack and ship. We share meals and laughs and long days as we look back on yet another year – and what a year this was. A brutal spring frost shocked us and our young peaches, but we refused to let that define our entire year. You’ll see that throughout another Pearson tradition: our catalog of holiday gifts. In addition to favorite assortments and treats, this year’s catalog features some exciting new additions, including limited-edition leather goods and our first-ever annual Christmas ornament. So whether you’re shopping for yourself or for someone special, we would be honored to help you give the gift of tradition this holiday season.

Best wishes to you and yours from the entire Pearson family.

Featured on Cover: [Variety Gift Tin Stack](#) (see page 5)

FARM FAVORITES

There's nothing more heartwarming than a homegrown treat, and this curated selection of gifts for friends and family is sure to send a thoughtful message to anyone you hold dear.



PECAN GIFT TINS

PECAN 1-WAY \$22

1 tin containing your choice of pecan flavor.

Flavors: Toasted & Salted, Cinnamon Roasted, Seasoned, Southern Praline, Elliot Halves, Champagne

PECAN 2-WAY \$35

1 tin containing Toasted & Salted Pecans, Champagne Pecans

PECAN 3-WAY \$38

1 tin containing Toasted & Salted Pecans, Cinnamon Roasted Pecans, Southern Praline Pecans

VARIETY GIFT TIN STACK \$59

1 tin of Toasted & Salted Pecans,
1 tin of Cinnamon Roasted Pecans,
1 tin of Southern Praline Pecans

NEW THIS YEAR

You *can* teach an old orchard new tricks. Our newest line of farm-fresh products is living, tasty proof of that.

PEARSON PEACH
COBBLER KIT \$32

pearsonfarmshop.com



MS. NETTIE'S TIN \$40

Pure Chocolate Pecan Halves, Pure Chocolate Pecan Clusters, Toasted & Salted Pecans

“I have been buying chocolate covered pecans for over 10 years and have never been disappointed. Simply put, they are delicious.”

STEVE R.



PEARSON PRESERVE TRIO \$28

Peach Preserves, Spiced Peach Preserves, Peach Pepper Preserves

OUR FIRST ANNUAL ORNAMENT

At Pearson Farm, we tend to think about peaches all year. In fall we shape, in winter we prune, in spring we thin and in summer we pick. We often wish we had peaches to share during the holidays. For there is no better time to give and no better gift to give than the peach. In that spirit, we are doing the next best thing and offering our first peach Christmas ornament. Each ornament is handmade with peach wood from our farm. The excellence of the craftsmanship is coupled with the natural beauty of the wood to create a one-of-a-kind piece.

For us, this ornament will hang on our Christmas tree as a simple reminder of a peach season unlike any other. A reminder of the wisdom gained through loss. A reminder of the gratitude felt for every peach we picked. And a reminder of the people – our family, our Pearson Farm team and our customers – that brought heart and joy to a challenging season.



2023 PEARSON FARM
CHRISTMAS ORNAMENT \$35



**FARMER'S HOLIDAY
PICK \$30**

3 lbs. of In-Shell Pecans,
Nutcracker



UNDER
\$35

Our new selection of \$35 & under products features tasty, homegrown treats that speak volumes without breaking the bank.



**PEARSON'S
TRIO \$32**

1 bag of Toasted & Salted Pecans, 1 bag of Cinnamon Roasted Pecans, 1 bag of Southern Praline Pecans

**SWEET & SALTY
GIFT TIN \$26**

Pure Chocolate Pecan Halves, Toasted & Salted Pecans

INTERTWINED ROOTS

By Lanier Pearson

For many generations, the Pearson family and the Daniels family have planted roots in the red clay soil of Lee Pope, Georgia. These two families have lived on and loved this land and the peach trees that adorn it for decades.

Located in the heart of Lee Pope, a brisk five-minute walk apart, are the homes of Lawton's great-grandfather, John Pearson, and Will Daniels, or Grandpa Will, as he was known by his granddaughter, Nettie Daniels. Nettie was born on May 8th, 1950 to Fred and Zadie Daniels, the second of 11 children. She currently lives in the same white house on Lee Pope Road that she was born in seventy-three years ago.



MS. NETTIE'S FAMILY CARROT CAKE

2 cups sugar
4 eggs
1 ½ cups vegetable oil
3 cups grated carrots
2 cups all-purpose flour
2 teaspoons ground cinnamon
2 teaspoons baking soda
1 teaspoon salt
2 cups chopped pecans

Preheat oven to 350°F. Mix eggs and sugar in a mixing bowl. Add oil, flour and other dry ingredients. Add grated carrots one cup at a time. Add 1 cup of chopped pecans.

Once well mixed, grease the cake pans, pour in batter and cook for 50 minutes. Remove cake and let cool.

CREAM CHEESE FROSTING

12 oz cream cheese
3 cups confectioners' sugar
1 ½ teaspoons vanilla extract
⅛ teaspoon salt

Combine cream cheese, sugar and vanilla in the bowl of a stand mixer. Beat until creamy. Add pinch of salt to offset the sweetness and complete mixing. Place in refrigerator for 15-20 minutes. Use to frost completely cooled cake. Top with remaining chopped pecans.

Nettie, or Ms. Nettie, as she is affectionately called by everyone on the farm, has been a part of Pearson Farm most of her life. The first time I met Ms. Nettie she hugged me as if we had known each other all our lives. To her, I was already family, the wife of the blonde-headed little boy she had watched grow up in the orchards of Lee Pope.

Ms. Nettie's heart lies in these orchards, on these roads and inside these walls. She will tell you that this farm is a part of her. I'll tell you that she is one of the best parts of this farm. Her warm smile and gentle spirit are balm to the weary soul. Wisdom and sweetness drip like honey from her mouth. I have no doubt her prayers have softened hearts and saved peach crops. I know that I understand grace a little more because of her. A conversation with Ms. Nettie typically ends with, "If God doesn't give me anything else, He has already given me more than enough." There is truth and beauty in those words, and in the woman that speaks them so honestly.

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A HANDCRAFTED HARMONY



GENUINE LEATHER
TOOL HOLSTER \$120

Limited quantity available.

In his home shop in Santa Rosalia, Javier Garcia Navarro pedals a steady cadence on an antique sewing machine. The smell of leather and the sound of roosters fill the air. Javier admits to getting carried away by the sounds, smells and harmony of it all.

Javier's primary job is in an orchard thousands of miles away – a place after 23 years, he has come to think of as a second home. There, he tends and harvests and coordinates. Here at home, he still tends and harvests, just on a different scale. Like his father and grandfather before him, he grows vegetables and raises chickens and cows. While his farming skills may have been passed down, everything Javier knows about leatherwork is self-taught.

As a young boy, Javier's family would pass a leather shop in an area steeped in the history and culture of the vaquero – cattle herders of past generations. "I would just stare, amazed at the cutting, the stitching," Javier shares. "I loved it – and the smell!" The shop owner would give him scraps that he made into key chains. From there, his skill and passion grew.

We learned about Javier's talent through his leather gifts to friends and co-workers here at the farm. Each piece reflects the same attention he pays our beloved peach and pecan trees. His pride in both is undeniable, and his passion for the orchards and his craft creates a distinct rhythm. "There is harmony with my co-workers and long-lasting friendships," he says. "I am used to the rhythm of the months at the farm and the months here at home with my family."

A favorite recent project is a handsome tool holster made of fine, chocolate-colored leather that we're honored to feature in this year's catalog. The holster's sturdy stitching is reinforced with rivets and rings like classic vaquero leather goods. Inspired by years in Pearson's orchards, as well as in his own gardens, the hardworking design holds pruning shears, harvest knives and trimmers.



THE RESILIENCE AND RARITY OF AN ELLIOT PECAN

By Lawton Pearson

The original Elliot pecan tree was a seedling found in the early 1900s by, as you might have guessed, a Florida farmer named Mr. Elliot. Over the years, the variety's natural immunity to fungus attacks, its propensity for bearing consistently high-quality nuts and its buttery flavor have become well-known, yet it remains unpopular with most growers. The reason is simple: Elliot pecans aren't easy.

Not only is the variety a bit of a late bloomer, it also tends to produce heavy crops only in alternating years if not thinned out every August. That means growers have to tend to Elliots more than other pecan trees. What's more, those heavy harvests are full of relatively small nuts with thick and hard-to-crack shells – which have little appeal to the international export market relied on by commercial growers.

It's telling that none of that deters us here at Pearson. The extra work. The small size. The stubborn shells. None of that stops us from being some of the world's most ardent Elliot fans. The mellow, buttery taste and silky texture are just that: delicious. We continue to increase our acreage of Elliots because they are simply the best pecans to eat.

While industrial farming may prioritize efficiency and appearance, our family has and always will focus on flavor. That philosophy is as obvious in every remarkable bite of a Pearson Peach as it is in every incredible handful of beautiful, buttery Elliot pecans.

CORPORATE — GIFTING —

Business, meet pleasure. Add some farm-fresh flavor to office pantries far and wide with our sweet selection of corporate gifting options.



**PEARSON'S CLASSIC
GIFT BOX \$52**

Elliot Halves, Toasted & Salted
Pecans, Peach Preserves,
Pure Chocolate Pecan Bark



GREAT TASTE

— IS ALWAYS A —

GREAT GIFT

From corporate presents to small gestures for teachers to charming hostess gifts, we are delighted to be part of so many holiday treats and traditions. Whether it's one special purchase or dozens of thoughtful presents for clients and colleagues, our team ensures every gift from Pearson reflects our farm's passion for distinct, delicious quality.

Order your beautifully packaged gifts by calling (888) 423-7374 or online at pearsonfarmshop.com

Have questions about perishable gifts?

Delivery details and shipping considerations can be found at pearsonfarm.com/shipping

Curious about special requests?

Give our service specialists a call at (888) 423-7374 and make your gifts unforgettable with:

- special gift messaging
- additional personalization
- volume orders
- multiple shipping addresses

THE HOLIDAY JOY BOX \$118

Toasted & Salted Pecans, Cinnamon
Roasted Pecans, Southern Praline
Pecans, Chocolate Trio Tin, Pearson's
Custard Pecan Pie



PEARSON
SINCE 1885 FARM

5575 Zenith Mill Road
Fort Valley, GA 31030
(888) 423-7374
pearsonfarmshop.com



THE SPICE OF LIFE \$50

Spiced Peach Preserves, Dark
Chocolate Pecan Bark, Seasoned
Pecans, Champagne Pecans