

**TESTIMONY OF**

**JENNIFER IVEY**

**Pecan Federal Marketing Order Hearing**

**Docket No. AMS-FV-15-0023; FV15-986-1**

**Western Region – Las Cruces, New Mexico - July 20 and 21, 2015**

My name is Jennifer Ivey. It is spelled J-E-N-N-I-F-E-R I-V-E-Y. I live in El Paso County, Texas. My husband and I farm 400 acres of improved pecans in El Paso County, Texas.

We would be classified as a large pecan grower under the Small Business Administration definition (more than \$750,000 in gross pecan revenues).

I have reviewed a copy of the proposed Federal Marketing Order as published in the Federal Register. I am in support of the proposed Federal Marketing Order for four primary reasons. First, we need more research and promotion to sell our crop to the domestic U.S. market. Other tree nut groups are organized and spending money and we need to do the same. Second, we need better market and price data. We rely on industry guesses and we need better data to make more informed selling and farm investment decisions. Third, the handling authorities on size, grade and packaging are important if we are going to sell more pecans to domestic consumers and we need to work on these issues in the future. Finally, we need an organization where all industry stakeholders meet and figure

out how to move our domestic sales forward. Too much time and energy is wasted because growers and handlers are not working together to put more pecans into the hands of U.S. customers.

I understand that under the proposed order, only growers with more than thirty acres of pecans or more than 50,000 pounds of average production per year over the last four years will be allowed to vote on the proposed order. In my opinion, this threshold is reasonable because a grower that does not meet this threshold is not a commercial grower. Any grower that is smaller than the proposed threshold could not justify the cost inherent in such a small production and is most probably merely a seller of pecans from older trees that happen to be on her property, a hobby farmer or one that does not plan to put all commercial inputs on her farm. I am not aware of a single pecan farmer in my area who has a commercial farm that is smaller than thirty acres or produces less than 50,000 average pounds per year.

I have reviewed the economic analysis summary prepared by Dr. Marco Palma, specifically, the projected average price increase from promotion of 6.3¢ per in-shell pound versus the average 2.5¢ per in-shell pound cost. I agree that promotion will increase prices. Overall, I am aware of the costs that a federal marketing order may impose on my farm and I do not believe those costs are

unduly burdensome. Further, I believe that the benefits of the federal marketing order to my farm will greatly outweigh any costs associated with it.

I am the Secretary/Treasurer of the West Texas Pecan Association, a grower association that focuses on the needs of growers in West Texas. As an officer of the West Texas Pecan Association, I do not think that the work of the American Pecan Council will in any way duplicate the work and goals of the West Texas Pecan Association. Both organizations have complimentary aspirations.

The American Pecan Board has kept our organization informed about its efforts to propose a federal marketing order. Representatives of the American Pecan Board regularly attend our growers meetings to listen to us and to answer our questions. I also know personally several members of the Board of the American Pecan Board.

In conclusion, I fully support the proposed federal marketing order for pecans and encourage the Secretary to implement the order as proposed by the American Pecan Board.

I would be glad to answer any questions anyone may have.

# Jennifer Shukitt Ivey

## Objective

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Seeking to share a vested interest in the development and education of all individuals in planning, budgeting, marketing, organizing and follow-up of complex activities which will offer opportunities for personal contribution and advancement.

## Experience

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2003 – present JLI LLC Clint, TX

### Administrative Assistant/Stay at home mom

- Bookkeeping
- Notary
- Treasure/Secretary of West Texas Pecan Association

4/2000 – 8/2003 Career Centers of Texas El Paso, TX

### Financial Aid Manager

- Assisted students with aid
- Developed and implemented ease of access tools for staff
- Provided financial counseling for graduating students

12/95 – 2/2000 Southwest Institute El Paso, TX

### Business Officer/Instructor/FAO

- Managed 46 full and part time employees
- Ensured compliance of Federal laws for disbursement of federal funds
- Train, supervise and evaluate staff

9/95 – 12/95 Texas Workforce Commission El Paso, TX

### Investigator

- Conducted in-depth interviews on job separation and made judgments for benefits.
- Assisted claimants with new procedure in processes claims via computer

## Education

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1993 – 1995 New Mexico State University Las Cruces, NM

### Masters of Business Administration

- 3.5 GPA and Graduate Assistant

1988 – 1992 Texas Woman's University Denton, TX

### Bachelors of Business Administration in Marketing

- Four year athletic scholarship in Volleyball

## References

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References are available on request.