



**TESTIMONY OF**

**KEVIN 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 Kevin Ivey. It is spelled K-E-V-I-N I-V-E-Y. I live in El Paso County, Texas. My wife 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 think the pecan industry needs to be unified. I support the Federal Marketing Order because it will be a place we can all sit down and decide how to move the industry forward to grow domestic U.S. pecan sales on a unified basis.

In recent years, we have seen wide variation in the prices we have received from our pecan crop. Such wide variation in pricing makes it extremely difficult to plan for the future operation of our farms. While prices for pecans go up and down dramatically from year to year, our cost of production has steadily increased.

The lack of accurate market information on the anticipated size of the pecan crop in any given year also makes it difficult for us to negotiate a fair price for our crop and to make reasonable business decisions about investments in our farm.

Increased price stability and more accurate market information would greatly benefit our farms.

I think our farm and the industry would also benefit in the future from grade, size, quality, packaging, shipping protocols, and other handling requirements as we compete with other tree nuts for consumer attention.

I also 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 his or her property, a hobby farmer or one that does not plan to put all commercial inputs (fertilizer, water, etc.) on his 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 President of the Western Pecan Growers and the West Texas Pecan Association. Both of these organizations focus on pecan grower issues. I am also the First Vice President of the U.S. Pecan Growers Council, which focuses on marketing pecans internationally. As an officer of these organizations, I can tell you that the goals of the proposed American Pecan Council will not interfere with our efforts. If anything, the proposed American Pecan Council will be a complimentary, unifying organization.

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.

# Kevin J. Ivey

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EXHIBIT

## Professional Profile

Extensive knowledge and experience in agriculture, particularly crop management of pecans, cotton, alfalfa and chili, including irrigation, soil management, fertilization, and Integrated Pest Management.

- First Vice-president of National Pecan Growers Council
- President WPGA March 2015 - present
- President WTPA 2006 - present
- Western region sales agent for Pecan trees
- On site consultant for pecan farms
- Proud father of 7 children
- Youth league Football Coach 2010- present

## Professional Accomplishments

### Pecan tree Cultivation

- Minimum Tillage Cultivation
- Soil Reclamation
- Hedging and Tree Canopy Management
- Orchard Reclamation

### Pecan Plantings

- Instrumental in **TDA Protocol** to Ship Containerized Pecan Nursery Stock From Pecan Weevil Quarantine Areas to Areas of Non Quarantine in the State of Texas
- Have placed upwards of 60K trees in Far West, both in Texas and New Mexico
- Master Sapling After Care and Tree Training Development into Production
- Master Site Development and Tree Planter

## Work History

<b>Farm Manager</b>	JLI LTD, Clint, TX	1996 - present
<b>Fertilizer technician</b>	Western Blend, Las Cruces, NM	5/95 – 8/95
<b>Property Manager</b>	Sony Brook Inc., Alamogordo, NM	9/92 – 5/95
<b>Field Technician</b>	Texas A&M Cotton Experimental research program, College Station, TX	5/91 – 12/91

## Education

<b>B.S. Agriculture</b>	Horticulture: Fruit Nut Vegetable Production. Emphasis in Soil Chemistry	May 1996
	New Mexico State University, Las Cruces, NM	

## References

References are available upon request.