



**TESTIMONY OF  
ALBERT KECK**

**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 Albert Keck. It's spelled A-L-B-E-R-T K-E-C-K. I live in *Bermuda Dunes,* Thermal, California. My family owns Alamo Ranch Company. Alamo Ranch Company is a pecan farm in Cochise County, Arizona. I have over 150 acres of pecans currently in production. Last year we produced 166,483 pounds of pecans. We have also planted 50 acres of new pecan trees that will not be in production for two more years. On our farm we grow improved varieties of pecans. A copy of my resume is attached.

Alamo Ranch Company has less than \$750,000 in annual gross revenue from pecans and, therefore, under the Small Business Administration guidelines we are classified as a small pecan farm.

I feel like I have been informed about the process of securing a federal marketing order and have been given an opportunity to participate in this process. I have talked with Board members of the American Pecan Board numerous times to share my thoughts.

I have also 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. Overall, I am aware of the costs that the proposed 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.

My family and our business interests also includes domestic dates. Domestic dates are included in a separate federal marketing order established in 1955. I have been heavily involved in the California Date Administrative Committee overseeing domestic dates and currently serve as Chairperson. I have had a lot of experience with the federal marketing order for domestic dates. I have personally seen the benefits that an agricultural commodity can achieve through a federal marketing order.

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.

**Albert P. Keck II  
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### **Personal Brief Biography**

**Albert is a third generation Californian and farmer. His grandparents moved to the Coachella Valley prior to WWII and started a date, citrus, and vegetable farming and packing operation. A lifelong native of the Coachella Valley, Albert grew up in the family business following in his father's footsteps and working in the fields, packing houses, and office through his school years. He graduated from Indio High School and completed his undergraduate and graduate education at Stanford University (B.A. Economics, M.A. Food Research Institute). After college, Albert returned to the Coachella Valley and continues to work in the family farming business alongside his parents, sister, and brother in law. The family enterprises include operations in CA, AZ, and NM and comprise dates, pecans, alfalfa, and cattle. Albert currently is President of Hadley Date Gardens, Inc. and Chairman of the California Date Administrative Committee and the California Date Commission. In 2004, Albert was honored as Agriculturalist of the Year by the California Women for Agriculture, Coachella Valley Chapter. Albert also serves as on the Board of Directors of Western Growers Association, is a Trustee on the Coachella Valley Mosquito and Vector Control District, is a Trustee for Desert Christian Academy and serves as a Director on the Coachella Valley Irrigated Lands Coalition. Albert lives in Bermuda Dunes, CA with his wife, Caroline, they are blessed with four wonderful children.**