



TESTIMONY OF

JAY GLOVER

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 Jay Glover. It's spelled J-A-Y G-L-O-V-E-R. I live in Tularosa, New Mexico. I am the Owner of Glover Farms. Glover Farms is a family pecan farm in New Mexico. I have over 280 acres of pecans currently in production. Last year we produced 700,000 pounds of pecans. I have 200 additional acres on which I intend to plant pecan trees, and once planted the new pecan trees will be in production after seven years. On our farm we grow improved variety pecans. A copy of my resume is attached.

Glover Farms has more than \$750,000 in annual gross revenue from pecans and, therefore, under the Small Business Administration guidelines we would be considered a large grower business.

I have had multiple opportunities of being informed about the federal marketing order, so I feel as though 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 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 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.

In recent years, I have seen wide variation in the prices I have received from my pecan crop. Such wide variation in pricing makes it extremely difficult to plan for the future operation of my farm. While prices for pecans go up and down dramatically from year to year, my cost of production have steadily increased. Cost of fertilizer and equipment have all increased in recent years regardless of the price I receive for my crop.

Additionally, the lack of accurate market information on the anticipated size of the pecan crop in any given year also makes it difficult for me to negotiate a fair price for my crop and to make reasonable business decisions about investments in my farm. Increased price stability and more accurate market information would greatly benefit my farm.

I think my 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's 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 currently the President of the ^{U.S.} National Pecan Growers Council. Our focus has been on expanding sales of pecans internationally through MAP funding, and state funding. I am aware that the federal marketing order for pecans is a domestic program and I think that the goals and future work of the American Pecan Board and the ^{U.S.} National Pecan Growers Council are separate goals and work but complimentary. One is focused internationally and one is focused domestically. I have been authorized by the Board of the ^{U.S.} National Pecan Growers Council to testify on its behalf in support of a federal marketing order for pecans

and have written a letter on behalf of my organization to the Secretary of Agriculture supporting the proposed federal marketing order, a copy of which is attached. I am also testifying in my individual capacity in support of the federal marketing order for pecans.

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.

JAY B. GLOVER

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jay@tularosatracavelcenter.com

Professional Summary

Own and operate a 300 acre Pecan Farm which generates revenue in excess of \$1.5 million annually. Conceptualized, built and successfully operate a large Travel Center with over \$9 million in annual revenue.

Strong managerial and leadership experience gained through the oversight of some 530 technicians and engineers as Vice President of Cortez III Service Corporation, 35 employees as CEO of the Tularosa Travel Center and a six person farm staff as Owner of Glover Farms.

These leadership skills have led to the positions of President of the Western Pecan Grower Association and President of the US Pecan Growers Council.

Possess a solid technical background gained through experience and a BS degree in Mechanical Engineering from New Mexico State University.

Skills

Ability to lead large and small teams

Extensive knowledge of business finance

Ability to solve complex technical problems

Highly skilled in the development of complex business plans

Proven track record of taking a business from start-up to long term success

Able to create successful proposals resulting in the award of contracts

Ability to read people and adjust negotiations accordingly

Able to meet customer's needs even in a rapidly changing environment

Management of inventory and equipment valued in excess of \$290 million

Understanding of how to balance cash flow with meeting long-term infrastructure needs

Experience

Owner Oct 2001 - Present

Glover Farms – Tularosa, NM

Manage day-to-day operations of a 300 acre Pecan Farm

Became sole owner of this family farm in 2008

Chief Executive Office Dec 2006 – Present

Tularosa Travel Center – Tularosa, NM

Oversight of General Manager and other members of the Management team

Make all financial decisions for the business

Constant review of financial statements to make sound business decisions

Set prices to remain competitive while maintaining income requirements

Vice President Feb 1993 – Oct 2001

Cortez III Service Corporation – Yuma, AZ

Range support services contractor's Operations Manager

Directed the efforts of 530 technicians and engineers in support of the Department of Defense's (DoD) Yuma Proving Ground's test Mission

Managed support personnel involved in all aspects of Army equipment testing including weapons such as mortars, land mines, Howitzers, vehicles, tanks and rotary platform mounted rockets

QA Safety Inspector

Jan 1990 – Feb 1993

Cortez III Service Corporation – Las Cruces, NM

Conduct on-site inspections of all operations of a 250 man range support services contract at the DoD's White Sands Missile Range

Responsible for the quality of products delivered to the customer and the safety of contract personnel

Affiliations

President, US Pecan Growers Council, 2013 – Present

President, Western Pecan Growers Association, 2011- 2013

Member, Western Pecan Board, 2008 – Present

Member, NM Pecan Grower Association, 2002- Present

Past Member, American Society of Mechanical Engineers 1993 - 1999

NATIONAL PECAN GROWERS' COUNCIL



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ALABAMA PECAN GROWERS' ASSOCIATION
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ARIZONA PECAN GROWERS' ASSOCIATION
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TEXAS PECAN GROWERS' ASSOCIATION
WESTERN PECAN GROWERS' ASSOCIATION

The Honorable Tom Vilsack,
Secretary of Agriculture
1400 Independence Avenue, S.W.
Room 200-A
Washington, D.C. 20250

6/15/2015

Dear Secretary Vilsack:

The National Pecan Growers Council is writing you in support of the Federal Marketing Order for Pecans currently being promulgated by the American Pecan Board. Our industry has and continues to face issues of price and supply instability in the market. This situation inhibits our effort to provide a consistent quality supply of pecans to domestic consumers at a price that supports a profitable return to producers and processors. We believe that a Federal Marketing Order will contribute to a more stable market environment that is favorable to growers, buyers, shellers, and consumers.

The NPCGC would like to go on record in favor of the Order and greatly appreciates your support.

Respectfully submitted,

Jay D. Glover
President
National Pecan Growers Council

Cc: The Honorable Edward M. Avalos
Office of the Under Secretary
Marketing and Regulatory Programs
U.S. Department of Agriculture
Jamie L. Whitten Federal Building
1400 Independence Avenue, S.W.
Room 228-W
Washington, D.C. 20250

The Honorable Anne L. Alonzo
Administrator
Agricultural Marketing Service
U.S. Department of Agriculture
South Agriculture Building
1400 Independence Avenue, S.W.
Room 3069
Washington, D.C. 20250

