

TESTIMONY OF

JANICE DEES

Pecan Federal Marketing Order Hearing

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

Eastern Region – Tifton, Georgia – July 27th, 28th and 29th, 2015

My name is Janice Dees. It is spelled J-A-N-I-C-E D-E-E-S. I live in Ty Ty, Georgia. I am the Executive Director of the Georgia Pecan Growers Association and the Chief Operating Officer of the U.S. Pecan Growers Council. Attached is my resume.

The goal of the Georgia Pecan Growers Association is to keep growers informed of pecan industry issues. We do this by publishing a pecan grower magazine (*The Pecan Grower*) and organizing grower meetings and various grower events. We also help growers pursue state grants for pecans.

The U.S. Pecan Growers Council is focused on the marketing of pecans internationally. We handle and account for monies received from individuals, state grower associations and commodity commissions, and federal MAP (Market Access Program) monies, controlled by the Foreign Agriculture Service of the United States Department of Agriculture.

The proposed Federal Marketing Order for Pecans in no way interferes or competes with the work and missions of the Georgia Pecan Growers Association and the U.S. Pecan Growers Council.

I am full-time professionally devoted to the pecan industry. I see the problems of pecan growers daily. Price volatility, inadequate supply, lack of reliable industry data and opportunities that cannot be seized because of inadequate industry funding. The proposed Federal Marketing Order for Pecans is the right move for the industry. We cannot be a real player in the tree nut industry if we do not get this done, now.

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.

JANICE H DEES

Ty Ty, Georgia 31795

janice@georgiapecan.org

QUALIFICATIONS

Seasoned marketing professional with almost 25 years' experience of development and product promotion; Skilled in managing multiple client and stakeholder relationships; Strong experience in contract management; advanced working knowledge and experience with technology and service administration.

EXPERIENCE

Executive Director

2009- Present

Georgia Pecan Growers Association
Ty Ty, Georgia

Responsible for promotion and marketing for Georgia pecans growers' domestic and internationally. Creation of new logo and provided assistance with development of website for Georgia Pecans (www.georgiapecan.org). Exhibited around the world; Dubai, Madrid, Barcelona, Prague as well as handled exhibits in the US (Texas, New Mexico, Alabama, Louisiana, and Mississippi) Point of contact for grower information on education, research and development of marketing materials for pecans. Edited and published bi-monthly magazine with a circulation of over 3,000. Development of billboards throughout Georgia. Responsible for all grants submitted and deployment of funds of over \$ 250,000 in 2009. Directed and maintain information for annual grower conference (750 attendees). Work directly with Georgia Department of Agriculture and collaborated on all Georgia promotions. Promotions in 2009 generated a global awareness of health features of pecans thus resulting in 15% increase in consumption.

Account Executive

2007- 2009

QS1
Spartanburg, South Carolina

Marketed financial and utility software to state and local governments within municipal and county governments for southern Georgia and Alabama; Collaborated with sales staff on future projects and sales goals; Demonstrated software applications to prospective clients.

- Generated more than \$200,000 in product sales to new and existing customers

Sales Manager

Tailored Business Systems
Statesboro, Georgia

1991- 2007

Responsible for software and hardware sales for International Business Machines (IBM corporation); Managed account budget; Developed, constructed and presented presentations to prospective clients and stakeholders; Collaborated with nearly 20 associates and managers as part of the sales and marketing team; Managed sales project, from implementation to completion, including equipment inventory management and training; Completed and maintained certification as an IBM Business Salesperson for ten years.

- Between 2005-2007, generated more than \$3 million in yearly revenue of hardware, software, and service sales.

EDUCATION

ABRAHAM BALDWIN COLLEGE - Tifton, GA