



**TESTIMONY OF**

**HOMER HENSON**

**Pecan Federal Marketing Order Hearing**

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

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

My name is Homer Henson. It is spelled H-O-M-E-R H-E-N-S-O-N. I live in Louisville, Alabama, a small town in Southeast Alabama. I, along with my wife Rhonda, own Louisville Pecan Co. Inc. and I am also the President of the company. Attached is my resume. Louisville Pecan Company has annual gross revenue of less than \$7,000,000 and therefore, under the Small Business Administration guidelines, it is considered a small business.

Louisville Pecan Company, Inc. shells approximately 1,750,000 pounds of pecans each year. We are a sheller, as defined in Section 986.35. We shell pecans 6-7 months of the year, but buy and sell pecans 12 months of the year.

I am also a partner in Hurst Pecan Company, also located in Louisville, Alabama. My family and I own 50% of this business. Hurst Pecan Company is an accumulator as defined in Section 986.1

I have been on the American Pecan Board since May of 2014. I have had input into the Federal Marketing Order draft since that time and fully support its

adoption. I have reviewed the summary economic analysis prepared by Dr. Marco Palma.

I am aware that the proposed order may impose some direct costs on my operations, such as the 1-3 cents per pound assessment. I am also aware that there may be some indirect costs, such as the obligation to keep records of the amount of product I handle and the remission of assessments. Also, there will be the added work and inconvenience of having to keep records and books available for inspection. I believe these cost and time obligations will not be unduly burdensome. Furthermore, I am aware of the benefits that will flow from the increased marketing and promotion efforts, improved research, and more accurate market data that will result from the order and believe that these benefits will greatly outweigh the costs to my business.

I fully agree with Dr. Palma's analysis and believe that the Pecan Industry as a whole will benefit from more accurate and timely data concerning crop sizes and availability. This data helps the business owner make better financial decisions. A small sheller does not have the means or expertise to develop detailed data. Overall, the benefits of the Federal Marketing Order outweighs the costs.

In conclusion, I strongly support the proposed marketing order and encourage the Secretary to adopt and implement the order.

I am currently a sheller member of the American Pecan Board and am testifying on its behalf in support of the Federal Marketing Order. I am also testifying in my individual capacity, as a small sheller, in support of the Federal Marketing Order.

I will be glad to answer any questions.

# HOMER HENSON

PO Box 38 Louisville, AL 36048 |

| lpcpecan@ala.net

## EXPERIENCE

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- 1964-1968 · Louisville Pecan Company, manual labor
- 1969 · Piknik Products, manual labor
- 1973 Summer · Federal Railroad Administration
- 1971 · Louisville Pecan Company
  - Partner 1971 - 1986
  - Vice president 1981 - 1986
  - President 1986 - present

## COMMUNITY

### Industry

- NPSA Board of Directors 12+ years
- NPSA Officer 2001-2005
- NPSA Chairman 2005-2007
- Eufaula/Barbour County Chamber of Commerce

### Civic

- Louisville Lions Club
- Louisville Baptist Church
- Louisville City Council
- Barbour County Local Education Fund

## EDUCATION

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- 1968 graduated, *Louisville High School*
- 1972 Bachelor of Industrial Engineering, *Auburn University*