



TESTIMONY OF

DR. DENNIS LUCERO

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 Dr. Dennis Lucero. It is spelled D-E-N-N-I-S L-U-C-E-R-O. I live in Albuquerque, New Mexico. I am the owner of Pecans De Lucero. Pecans De Lucero is a pecan farm in Radium Springs, New Mexico. I have over 80 acres of pecans currently in production. Last year we produced 102,000 pounds of pecans. In the next year, we will be planting another 200-300 hundred pecan trees on my existing acres that will not be in production for another seven years. On our farm we grow improved variety pecans.

I am a third generation pecan farmer. In 1920, my grandfather purchased our pecan farm, and my father continued in his footsteps. Three years ago, I became full-time in the pecan grower business. I am also a medical doctor and a pharmacist. Attached is my resume.

Under the Small Business Administration definitions, Pecans De Lucero is classified as a small pecan grower business, having less than \$750,000 in annual gross revenue from pecans.

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 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.

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, insecticides and equipment have all increased in recent years regardless of the price I receive for my crop.

Further, 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 small family operation.

As a medical doctor and pharmacist, I believe the nutritional of health benefit of the pecan should have continued research. In 2014, the prestigious

medical journal, the "New England Journal of Medicine," published a study titled "Association of Nut Consumption with Total and Cause-Specific Mortality." As a brief summary, this was a 30-year study of over 116,000 patients, which demonstrated a 20% mortality reduction for those who consumed nuts. Clearly demonstrating a significant health benefit for nut consumption. We still need more research as to the full scope of health benefits of the pecan specifically as related to reduction of cardiovascular disease, cancer, and respiratory ailments. This article was a part of Mike Adam's Testimony and is Exhibit 9.

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 shelf space and consumer attention.

Also, another very important issue of concern to me is related to work safety standards. I understand that § 986.69 allows the American Pecan Board to establish handling regulations. As a medical professional, I believe that our pecan farm workers should be protected against dust particles or anything else that may cause long-term illnesses.

I 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 a member of the New Mexico Growers Association. The American Pecan Board has kept our organization informed about its efforts to propose a federal marketing order. I attended the Western Pecan Growers Association's annual meeting this last March 2015 which presented information as related to the federal marketing order of nuts. I believe that I have been informed about the process and I have been given the opportunity to participate in the process.

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.

Dennis J. Lucero M.D., R.Ph.
Curriculum Vitae
10.1.14

Personal Info

Citizenship: U. S. A.



Health: Excellent.

Social : Married 32 yrs

2 Grown Children

Education

High School: Las Cruces High School Graduate: 1965

College: University of New Mexico School of Pharmacy.

BS Pharmacy 1975

Advance Degree: University of New Mexico

School of Medicine Graduate 1987

Doctorate of Medicine

Internship & Residency: University of New Mexico

School of Medicine 1988 thru 1990

Internal Medicine

Employment

University of New Mexico Hospital

Pharmacy Intern 1974 thru 1975

Pharmacist 1975 thru 1978

New Mexico Poison Center

Poison Control Specialist 1978 thru 1983

Lovelace Medical Center

Internist/Hospitalist 1990 thru 2006

Albuquerque Health Care Partners - LLC

Hospitalist 2006 to present

Employment Description

Pharmacy: Prepare and dispense pharmaceutical medications at the University of New Mexico Hospital. Responsible for outpatient and inpatient dispensing. Inpatient responsibilities also include: IV TPN & Hyperalimentation preparation, New Mexico Poison Center consultation & information for public & professional medical personnel. Outpatient retail pharmacy dispensing. Practicing pharmacist for 13 years.

Medical: Traditional Outpatient and Inpatient medical patient care as an internist @ Lovelace Medical Center (LMC) since 1990. Employment as a physician as been continuous for 24 years with no leave of absence. Planned and implemented the 1st New Mexico Hospitalist program in 1992 @ LMC. I have been a hospitalist since 1992.

Administrative Duties: Medical Director of the LMC Hospitalist Department from 1995 to 1999 & 2008 to 2010. Responsible for department budget, employee performance, behavior, and recruitment. Developed Hospitalist department support staff: executive secretary, coding personnel, and midlevel support for physician providers. National speaker for the hospitalist movement 1994 thru 1995. Assisted in the transitional growth of the hospitalist department from one hospital (Gibson site) to three hospitals (Lovelace Downtown Hospital, Lovelace Women's Hospital, & Lovelace WestSide Hospital). Medical Executive Committee member @ Lovelace WestSide Hospital 2008 thru 2010. Physician Champion for development and implementation of "CareBridge" electronic medical record (EMR) computer physician order entry (CPOE) interstate program for Lovelace Medical Center in New Mexico & 4 Ardent hospitals in the Tulsa Oklahoma area - Hillcrest Medical Center, Bailey Hospital, Henryetta Hospital, & Cushing Hospital.

Certificates:

Pharmacist License: New Mexico Certificate # 3873. Inactive

Medical Board License: New Mexico Certificate # 89-249. Board Eligible.
Expiration Date 7/01/15

Advanced Cardiovascular Life Support (ACLS): Current 2012 thru 2014

Basic Life Support (BLS): Current 2012 thru 2014

New Mexico Controlled Substance License: Certificate # CS00010547.
Expiration Date 3/31/15

DEA Controlled Substance Registration: Registration # BL2025686
Expiration Date 3/31/16