



TESTIMONY OF

ERIN STEIDLMAYER

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 Erin Steidlmayer. It is spelled E-R-I-N S-T-E-I-D-L-M-A-Y-E-R. I live in Colusa, California. I am a Managing Principal, Co-Owner and Co-Founder of Pacific Gold Agriculture, which has offices located in Visalia and Colusa, California. Pacific Gold Agriculture manages over 1,200 acres of almonds and pecans and approximately 3,000 acres with our affiliated group companies. My responsibilities include general farm management duties, and more specifically business development and human resources. Since we are affiliated with Ben King and Arbor Nutrio, we are the largest pecan orchard manager in California.

Due to my previous experience in the software technology industry and my understanding the importance of said technology, Pacific Gold Agriculture is working with a software company to integrate technology and agriculture. We are able to track orchard by orchard, block by block for productivity, and we have the ability to monitor and compare solar panel power production, soil water retention, and much more. With this technology, we can make the business of agriculture as transparent and understandable to the consumer as other industries, which would

definitely bring the pecan farming industry into the 21st century and beyond.

Attached is my resume.

Although I am an attorney by profession, my family heritage in farming goes back to the 1920's when my great grandparents emigrated from the Philippines to the sugar cane fields of Hawaii.

Pacific Gold Agriculture has more than \$750,000 in annual gross revenue from pecans and, therefore, under the Small Business Administration definitions we are classified as a large pecan business.

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. I believe that the benefits of the federal marketing order to our farming business will greatly outweigh any costs associated with it.

The American Pecan Board has kept our organization informed about its efforts to propose a federal marketing order. I believe that I have been informed about the process and I have been given the opportunity to participate in this 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.

Erin E. Steidlmayer

EDUCATION

SANTA CLARA UNIVERSITY SCHOOL OF LAW, Juris Doctor, May 2010

Emphasis: Intellectual Property Certificate

Activities: Technical Editor, *Santa Clara Computer & High Technology Law Journal*; Pilipino American Law Society

UNIVERSITY OF CALIFORNIA, DAVIS, B.S. Psychology-Biology; Minor in Spanish; May 2005

Semester Abroad: Hispanic Studies, CARLOS III UNIVERSITY OF MADRID (SPAIN)

RELEVANT WORK EXPERIENCE

PACIFIC GOLD AGRICULTURE, LLC (Colusa, CA)

Winter 2014 - present

Managing Principal – Director of Business Development and Human Resources. General Farm Management responsibilities for Pacific Gold Agriculture, a farm management company for tree nut orchards for the Sacramento and San Joaquin Valleys. Responsible for accounting, including accounts payable, accounts receivable, and expense reports. Manage monthly closing of financial records. Report and comply with federal and state laws and regulations applicable for agriculture, including the Williamson Act. Liaison and project manager to vendors, including the solar panel company for the installation of solar in approximately 310 acres of pecans, and monitoring solar in 500 acres of pecans and 300 acres of almonds. Responsible for negotiating, drafting and maintaining technology projects, and also attending bi-monthly status calls with software company. Duties also include human resources administration and compliance with employment law, such as drafting employee handbook, developing sound workplace environment policies, implementing health insurance and managing employee records and reporting.

STEIDLMEYER LAW (Colusa, CA)

Fall 2014 - present

Attorney. Represent and counsel individuals from Colusa County in a variety of legal issues. Provide legal advice to clients with the goal of finding most effective solutions. Responsibilities include educating clients on relevant law; analyzing and evaluating legal issues; handling communications; preparing for and attending court hearings; and creating cost effective strategies. Research and analyze legal and factual issues in a variety of substantive areas of law, including business succession planning, estate planning, drafting, and analysis, and probate administration.

ORACLE AMERICA, INC. (Rocklin, CA)

Fall 2010 – Fall 2014

Senior License Consultant. Provided compliance, advisory and education services to businesses nationally relating to Oracle's licensing and support policies. Duties included analyzing historical data, reports, and contracts to issue a ruling on contractual obligations. Conducted meetings with businesses to gather important facts and understand issues. Presented compliance findings in written report. Worked with businesses to craft resolution and negotiate licensing agreement. Defended Oracle's position on contract interpretation. Provided educational presentations on complex licensing and support policies to executive personnel.

OTHER ACTIVITIES

Long Distance Runner – San Francisco Half Marathon 2008; San Francisco Nike Women's Marathon 2009; Davis Turkey Trot Half Marathon 2014; and Sacramento International Marathon Relay Race 2012, 2013.

Love to cook and bake – Blue Ribbon Winner Colusa County Baked Goods – Scones 2014; Third Place Winner Colusa County Baked Goodes – Scones 2015.

