



**TESTIMONY OF
CINDY WISE**

Pecan Federal Marketing Order Hearing

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

Central Region - Dallas, Texas - July 23 and 24, 2015

My name is Cindy Wise. It's spelled C-I-N-D-Y W-I-S-E. I live in Bryan, Texas. I am currently the Executive Vice President of the Texas Pecan Growers Association and editor of our national industry publication, *Pecan South* magazine. I have been authorized by the Board of the Texas Pecan Growers Association to testify on its behalf in support of a federal marketing order for pecans and I have written a letter on behalf of my organization to the Secretary of Agriculture in support of 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. Attached is a copy of my resume.

Formed in 1921, and incorporated in 1967, the purpose of the Texas Pecan Growers Association is to assist Texas pecan growers in growing pecans profitably through education, research and promotion of consumption. It has over 600 of members. Approximately 50 percent of our members are classified as small businesses under the guidelines provided by the Small Business Administration (less than \$750,000 in annual gross revenue from pecans).

The American Pecan Board has kept our organization informed about its efforts to propose a federal marketing order. We have been informed about the process and we have been given an opportunity to participate. The American Pecan Board's information has been often reproduced or reported on in the *Pecan South*.

I have reviewed the economic analysis of the proposed order by Dr. Marco Palma. The Texas Pecan Growers Association is fully aware of the anticipated costs that will be incurred by its members if the federal marketing order for pecans is implemented and we do not believe that these costs will be unduly burdensome on our members regardless of their size. Further, we believe that the benefits of such an order will result in increased marketing, more accurate data on crop production and increased domestic demand for pecans and will greatly outweigh any burden that will be placed on our members.

The Texas Pecan Growers Association does not believe that the American Pecan Council which will be formed as a part of the federal marketing order will in any way conflict with the goals and purposes of the Texas Pecan Growers Association. To the contrary, we believe the American Pecan Council will complement our efforts.

Finally, we understand that under the proposed federal marketing order, only growers with more than thirty (30) acres or 50,000 pounds of pecans will be

eligible to vote to approve or disapprove the proposed order. We have discussed this among the membership of the Texas Pecan Growers Association and we believe that this is a reasonable and fair classification because any grower that is smaller than this would not be a commercial entity. It is the commercial pecan growers who really move the pecan growing industry forward.

In conclusion, the Texas Pecan Growers Association fully supports the proposed federal marketing order for pecans and I will encourage our members to vote in favor of it. And I personally endorse the proposed federal marketing order for pecans and I encourage the Secretary to implement it as soon as it is approved.

I would be glad to answer any questions.

Cindy Loggins Wise
Executive Vice President
Texas Pecan Growers Association
4348 Carter Creek Pkwy., Ste. 101
Bryan, Texas 77802
979-846-3285
cindywise@tpga.org

Career Experience

- Executive Vice President and Editor, Texas Pecan Growers Assn., 1994 – Present
Duties: chief operating officer for statewide agricultural association; editor of national industry publication, Pecan South magazine
- Director of Communications, Texas Pecan Growers Assn., 1984 – 1994
Duties: writer, editor and miscellaneous communication activities
- Asst. Dept. Head, Advertising Publicity, Houston Chronicle, 1976-1981
Duties: writer and production of special sections of the newspaper

Education

Bachelor of Science, Texas A&M Univ., College Station, December 1983
Bachelor of Journalism, Univ. of Texas, Austin, December 1975
Taylor High School, Taylor, TX, 1972

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June 15, 2015

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

Dear Secretary Vilsack:

The Texas Pecan Growers Association 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 Texas Pecan Growers Association goes on record in favor of the Order and greatly appreciates your support.

Respectfully submitted,

Joseph Massey
President, TPGA

Cindy Wise
Executive Vice President

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