

**TESTIMONY OF**

**DR. CHARLES ROHLA**

**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 Dr. Charles Rohla. It is spelled C-H-A-R-L-E-S R-O-H-L-A. I live in Roff, Oklahoma. I am testifying in my individual capacity in support of the federal marketing order for pecans.

I am a fourth generation agricultural producer who owns a diversified agriculture operation and works with pecan producers throughout Oklahoma and Texas. I have a Ph.D. in Crop Production and I hold the position of professor and center manager for the Center for Pecans and Specialty Crops with the Samuel Roberts Noble Foundation, the largest independent, nonprofit institute conducting agricultural and plant science research in the United States. I am the past President and current Board member of the Oklahoma Pecan Growers Association, and I am the Oklahoma state representative for the US Pecan Growers Council. A copy of my curriculum vitae is attached.

I have reviewed the propose federal marketing order for pecans as published in the Federal Register. In my opinion, the benefits of the proposed federal marketing order for pecans are several. First, fifteen (15) pecan growing states

unified and working together to address pecan industry issues will be powerful. Second, when safety issues arise, and they will, the pecan industry will be able to speak with one voice. Third, we really need to unify and commit to generic promotion. It works and we need to move forward and market pecans. Finally, we need to cooperate to fund research, specifically research that increases the demand for pecans in the domestic U.S. market.

I further believe that the issues related to separate regional representation and treatment of improved varieties and native seedlings have been properly addressed.

I am aware that the federal marketing order is for a domestic program. While the goals of and the future work of the American Pecan Board and the U.S. Pecan Growers Council differ, they are complimentary. While the U.S. Pecan Growers Council is focused internationally and American Pecan Board is focused domestically, both are focused on improving pecan prices by opening markets and enabling the selling of more U.S. pecans.

I also 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. At least in the context of my farm. 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.

Finally, acknowledge and understand that under the proposed federal marketing order, only growers with more than thirty acres or 50,000 pounds of pecans and <sup>shellers</sup> ~~accumulators~~ with more than one million pounds of pecans will be eligible to vote to approve or disapprove the proposed order. I believe that this is a reasonable and fair classification because any grower or accumulator that is smaller than this would not likely be a sustainable commercial entity.

I would be glad to answer any questions.

# CHARLES T. ROHLA

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## EMPLOYMENT

**SAMUEL ROBERTS NOBLE FOUNDATION** ARDMORE, OK  
Agriculture Division 2009-present

*Assistant Professor and manager of the Center for pecans and specialty Agriculture-* research efforts focus on improving production horticulture practices, primarily pecan orchard development, horticulture in general and pecan production specifically in the rapidly growing agricultural industry in Oklahoma and Texas. Developing Best Management Practices (BMP's) for the incorporation of horticultural crops into existing farm and ranch operations, increasing farm diversification and economic sustainability. Research efforts focus around establishment, water and nutrient management.

**OKLAHOMA STATE UNIVERISTY** STILLWATER, OK  
Horticulture and Landscape Architecture 2008-present

*Adjunct Assistant Professor-* Presenting seminars, graduate committee services, collaboration with faculty, guest lectures, recruitment of students

**SAMUEL ROBERTS NOBLE FOUNDATION** ARDMORE, OK  
Agriculture Division 2006-2009

*Consultant-* conduct research on pecans, conduct educational events, direct cooperators in management strategies for their operations

**OKLAHOMA STATE UNIVERISTY** STILLWATER, OK  
Horticulture Department 2002-2006

*Teaching Assistant/Research Assistant-* assist with teaching laboratory and class for Introductory to Horticulture. Conduct research on pecans

**OKLAHOMA STATE UNIVERISTY** STILLWATER, OK  
Horticulture Fruit Research Station 1999-2002

*Field Technician-* maintenance of orchards and assisted with research trials on peaches, grapes and pecans

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## EDUCATION

### **College of Agriculture, Crop Science, Ph.D.**

*Dissertation Study: Chemical Indicators of Pecan  
Germplasm Yield Potential and Alternate Bearing*  
Major Professor: Dr. Michael Smith

2002-2006 OKLAHOMA STATE UNIVERSITY

### **College of Agriculture, Agricultural Education, M.S.**

*Thesis Title: Informational Needs of Landowners within the  
Urban/Rural Interface in Oklahoma's Lincoln County*  
Major Professor: Dr. James Leising

1999-2002 OKLAHOMA STATE UNIVERSITY

### **College of Agriculture, Animal Science, B.S. (Business Option), Minor in Agriculture Economics**

1994 -1998 OKLAHOMA STATE UNIVERSITY

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## Activities:

- \*Oklahoma State FFA Public Speaking Contest Judge- 2013
- \*Ardmore University Center Single Mother Academic Initiative Volunteer- 2013
- \*National Pecan Growers Council- 2010-present
- \*Ad Hoc Reviewer: HortScience 2007-present
- \*Ad Hoc Reviewer: HortTechnology 2007-present
- \*Southern Assoc of Agricultural Scientists Member 2002-present
- \*National Agricultural Scientists Association Member 2002-present
- \*American Society of Horticultural Science 2002- present
- \*Oklahoma Pecan Growers Association Member 1999- present
- \*Texas Pecan Growers Association Member 2006- present
- \*Western Pecan Growers Association Member 2006- present
- \*Arkansas Pecan Growers Association Member 2010- present
- \*Louisiana Pecan Growers Association Member 2012- present
- \*Mississippi Pecan Growers Association Member 2012- present
- \*Oklahoma Vegetable Growers Association Member 2007- present
- \*Oklahoma Fruit Growers Association Member 2007- present
- \*National Swine Registry Life Member
- \*American Quarter Horse Association Life Member
- \*American Paint Horse Association Life Member
- \*North American Limousin Foundation Life Member
- \*Oklahoma State University Alumni Association Life Member
- \*Central Oklahoma Pinto Horse Association Life Member

## Professional Leadership:

- \*Noble Foundation Leadership Training Chair-2012-present
- \*Society of American Agriculture Scientists Coordinator Pecan Program-2012
- \*Oklahoma Farm Bureau Pontotoc County Delegate-2011-present
- \*Noble Foundation Early Career Enhancement Representative-2011-present
- \*Oklahoma Pecan Growers Association President -2010- 2012
- \*National Pecan Growers Council Representative – 2010- present
- \*National Pecan Growers Council Legislative Team – 2010- present
- \*National Pecan Growers Council – US Pecan Advisory Council -2010- present
- \*Oklahoma AgrAbility Advisory Council – 2010- present
- \*Oklahoma Pecan Growers Association Board- 2008 - 2010
- \*Oklahoma Agriculture Leadership Program-2008- 2010
- \*American Quarter Horse Association Leadership Program-2008-2010

## Committees:

- \*Oklahoma Farm Bureau Water Committee- 2015
- \*Oklahoma Agriculture Commodity Committee-2013- present
- \*Noble Foundation Ag Scholar Research Adviser- 2012- present
- \*Noble Foundation Ag Scholar Committee- 2012- present
- \*Noble Foundation Leadership Committee-2012-present
- \*Noble Foundation Youth Education Development Committee-2012-present
- \*Noble Foundation Early Career Enhancement Program-2011-present
- \*National Pecan Council Policy Committee-2012-present
- \*Oklahoma Pecan Growers Association Program Committee-2011-present
- \*National Pecan Growers Steering Committee – 2011- present
- \*National Pecan Scientists-Research Forum-Chair-2010
- \*NIFA-Beginning Farmers and Ranchers Development Program grant review committee - 2010
- \*Integrated Pest Management – Pest Information Platform for Extension and Education (ipmPIPE) committee – 2010- present
- \*National Pecan Growers Council Oversight - MAP funding – 2010-2012
- \*Noble Foundation Library Committee-2006- present
- \*Noble Foundation Graduate Student Committee-2010
- \*Noble Foundation AgVenture Committee-2006- 2010
- \*Noble Foundation Career Path Research Committee-2008
- \*Noble Foundation Strategic Planning Committee-2008

## Professional Leadership:

- \*Oklahoma Pecan Growers Association Board member – 2014-present
- \*Noble Foundation Leadership Training Chair-2012-present
- \*Society of American Agriculture Scientists Coordinator Pecan Program-2012-present
- \*Oklahoma Farm Bureau Pontotoc County Delegate-2011-present
- \*Noble Foundation Early Career Enhancement Representative-2011-present

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- \*National Pecan Growers Council Legislative Team – 2010- present
- \*National Pecan Growers Council – US Pecan Advisory Council -2010- present
- \*Oklahoma AgrAbility Advisory Council – 2010- present
- \*Oklahoma Pecan Growers Association Board- 2008 - 2010
- \*Oklahoma Agriculture Leadership Program-2008- 2010
- \*American Quarter Horse Association Leadership Program-2008-2010

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- \*Noble Foundation Career Path Research Committee-2008
- \*Noble Foundation Strategic Planning Committee-2008

### Education and Outreach Programs

1. Oklahoma State University Pecan Class – Assisted with teaching class between 2006 through 2011 and taught in 2012 present. Monthly meetings (7 months) focused on in-depth pecan management topics.
2. 6<sup>th</sup> National Meeting of Pecan Scientists – Organized and hosted meeting at the Noble Foundation. In attendance was over 40 research scientist from 11 states.
3. Pecan Research Forum – Helped organize and hosted the forum that included researcher, extension specialist, producers and industry leaders to determine future research needs for the industry.

4. Oklahoma Pecan Growers Association Annual Conference – assisted for 9 years with the planning and implementation of the annual conference that averages 200 attendees with trade show.

## Awards

- \*Vance Publishing – 40 Under 40 in Agriculture - 2013
- \*Blue Ribbon Communication Award-Southern Region ASHS – 2013
- \*The Journal Record Achievers Under 40 - 2013
- \*Congressional Citation Award – State of Oklahoma – 2012
- \*Herman Hinrichs Citation Award-OPGA – 2012
- \*Blue Ribbon Communication Award-Southern Region ASHS – 2009

Grants and Contracts (6 = \$410,090)

Articles in popular press (30)

Publications – Extension Newsletters (49)

Invited Scientific Presentations (18)

Invited Extension Presentations (71) (total attendees over 4,250)

Presentations – Other (127) (total attendees over 6,250)

Presentations – Noble Foundation Tours (74) (total attendees over 3,000)