



**TESTIMONY OF  
SCOTT LANDGRAF**

**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 Scott Landgraf. It's spelled S-C-O-T-T L-A-N-D-G-R-A-F. I live in Madill, Oklahoma. I am the owner of Landgraf Farms and retired as a pecan specialist with the Noble Foundation after 30 years of service. I have attached a copy of my resume. Landgraf Farms is a pecan farm located in Madill, Oklahoma. In 1976, I planted my first pecan trees. I have over 260 acres of irrigated pecans currently in production. Last year we produced 120,000 pounds of pecans. On my farm we grow improved varieties of pecans and custom manage mostly native pecans. In 2000, we built a new retail shop with a cleaning and processing facility in the same building. I am a second generation pecan farmer. In 1965, my father began grafting small pecan trees in South Central Oklahoma. By the early 1970's, he was harvesting enough to begin marketing them, which my mother marketed out of our garage.

Landgraf Farms would be considered a small pecan grower and a small sheller under the Small Business Administration definitions (less than \$750,000 grower and \$7,000,000 sheller annual gross revenues).

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.

Also, I am aware that the proposed order may impose some direct costs on my operation as a sheller, such as the 1-3¢ per pound assessment. I am aware that there may be some indirect costs, such as the obligation to keep records of the amount of product I handle and the calculation and remittance of assessments to the American Pecan Council. I believe these costs are reasonable and are not unduly burdensome. Overall, the benefits of the federal marketing order outweigh the costs.

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

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.

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.

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.

I also understand that only shellers that handle more than one million pounds of in shell pecans per year will be eligible to nominate and to be elected to the sheller seats on the Council. I believe this is a fair threshold. First, I am not aware of any sheller in my area which handles less than one million in shell pounds per year that is in the commercial shelling business. Further, if there is such a sheller, I do not believe it would be commercially viable because such a small operation

could not invest in the required equipment and turn a profit on such a small production.

I am member of the American Pecan Board and I am the grower/sheller member for the Central Region. I have been activity involved in the American Pecan Board's discussions to secure a federal marketing order and I have been given an opportunity to participate in the Board's meetings.

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.

## Resume

### **Billy "Scott" Landgraf**

18814 W Hwy 70

Madill, Oklahoma 73446

### **Personal Information**

### **Education:**

M.S. Agronomy, Oklahoma State University, 1973

B.S. Oklahoma State University, 1971

### **Professional Experience**

Agricultural Consultant, Noble Foundation, Ardmore, Oklahoma 1972 - 2002

Retired

Head of Agricultural Testing Laboratory, Noble Foundation, Ardmore, Ok 1972 - 1996

Own and operate cattle and vertically integrated, irrigated pecan operation near

Madill, Oklahoma. 1972 - Present

### **Professional Organizations:**

American Society of Agronomy

American Society of Horticultural Science

Southern Region of Agricultural Scientists

Oklahoma Fertilizer and Chemical Association

Oklahoma Fertilizer and Chemical Association

Oklahoma Pecan Growers Association

## **Professional Activities:**

Oklahoma Representative to National Pecan Growers Council, 1990-Present

Certified Crop Adviser, 1996 - 2002

National Pecan Marketing Board, 1992 - 1994

## **Awards:**

Thirty years of service with the Noble Foundation. 2002

Certified Crop Adviser, presented by American Society of Agronomy. 1994 - 2002

Herman Hinrichs Pecan Citation Award, Oklahoma Pecan Growers Association. 1998

Thirty Five years of service with the Marshall County Conservation District. 2006

Award of Merit presented by Oklahoma Pecan Growers Association. 1992

Oklahoma Pecan Grower of the Year. 2015

## **Professional Publications:**

Mulder, Jr., P.G., W. Reid, R. A. Grantham, S. Landgraf, L. Taliaferro, M.E. Peyton, and A. Knutson. 2003. Evaluations of Trap Designs and a Pheromone Formulation used for Monitoring for Pecan Weevil, *Curculio Carvae*. SW Entomol. In Press.

Smith, M.W., B.S. Cheary, and B.S. Landgraf. 2001. Manganese Deficiency in Pecan HortScience 36:1075.

Landgraf B. S. Environmental and Site Conditions affect Nutrient Management of Pecans. Noble Foundation Bulletin NF-HO-00-15.

Smith, M.W., R. Campbell, G. Taylor, B. Cheary, B. Carroll, and S. Landgraf. 1991. Managing Legumes in Pecan Orchards for Biological Control of Aphids and Nitrogen Contribution, Proc. Ark. State Hort. Soc. 112-74

Smith, M.W., R. D. Eikenbary, D.C. Arnold, B.S. Landgraf, G.G. Taylor, G.E. Barlow, B.L. Carroll, B.S. Cheary, N.R. Rice and R. Knight. 1994 Cool-Season Legume Cover Crops for Pecan Agroecosystems. Amer. J. Alt. Agri 9:251

## **Newsletters:**

Oklahoma Pecan Growers Association. 1980 - Present

Pecan Growers News. 1995 - Present

Noble Foundation News and Views. 1995 - Present

## **Community Involvement:**

BancFirst of Madill, Director. 1980 - Present

Marshall County Conservation District Board Member. 1975 - 2009

Integris Marshall County Hospital Board Member. 1995 - Present

First Baptist Church of Madill, Deacon. 1974 - Present

Murray State College Foundation Board, Tishomingo. 2002 - Present

Ardmore Higher Education Center Board, Ardmore. 2005 - 2015

## **Agricultural Interests:**

Own 310 Acres

170 Acres - Irrigated Pecan Trees

Developing 30,000 Landscape Trees as specimen trees for the landscape industry.

Remainder is grass where I graze some 200 head of stocker cattle annually.

Custom Manage 1000 Acres

100 Acres - Dryland Improved Pecan Trees

900 Acres - Dryland Native Pecan Trees