

TESTIMONY OF

DR. STEPHEN NORMAN

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. Stephen Norman. It is spelled S-T-E-P-H-E-N N-O-R-M-A-N. I live in Alexandria, Louisiana. My family owns Rosalie Pecans, which is a pecan farm located five miles south of Alexandria, Louisiana. In 1973, my parents, Dr. and Mrs. Tom Norman, purchased Rosalie Plantation, and in 1988 we planted 100 acres of pecans. We have over 1,400 pecan trees currently in production. On our farm we grow mostly improved variety pecan varieties - caddo, kiowas and sumners - and a few native seedling pecans. I have attached a copy of my curriculum vitae.

We are classified as a small pecan grower under the Small Business Administration definitions with less than \$750,000 in gross pecan revenues.

We need better prices for our pecan crop and greater price stability. In recent years, we have seen wide variation in the prices we have received from our pecan crop. Such wide variation in pricing makes it extremely difficult to plan for the future operation of our farm. While prices for pecans go up and down dramatically from year to year, our 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 our 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 us to negotiate a fair price for our crop and to make reasonable business decisions about investments in our farm. Better prices, increased price stability and more accurate market information would greatly benefit our small family operation.

I think our 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 have 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 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 our farm will greatly outweigh any costs associated with it.

I believe that I have been informed about the process of securing a federal marketing order and have been given an opportunity to participate in this process. I am currently the President of the Louisiana Pecan Growers Association. I have been authorized by the Board of the Louisiana Pecan Growers Association to testify on its behalf in support of the federal marketing order for pecans and I have written a letter on behalf of Louisiana Pecan Growers Association to the Secretary of Agriculture in support of the proposed federal marketing order for pecans. I am also testifying in my individual capacity in support of the federal marketing order for pecans.

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.

STEPHEN H. NORMAN, M.D.

Curriculum Vitae

Office Address: 63 Rosalie Road, Alexandria, LA 71302
Office Telephone: 318-442-9490
Office Fax: 318-442-9491

PERSONAL

EDUCATION

Bolton High School, Alexandria, Louisiana, diploma 1969
Vanderbilt University, Nashville, Tennessee, B.A. 1973
Louisiana State University School of Medicine in Shreveport, M.D. 1977

INTERNSHIP AND RESIDENCY

1977-1979 Medical University of South Carolina, Charleston
Department of Pathology
Autopsy pathology, surgical pathology, cytopathology, neuropathology, immunopathology, forensic pathology

1979-1981 Medical University of South Carolina, Charleston
Department of Laboratory Medicine
Chemical pathology, transfusion pathology, infectious disease, bacteriology, mycobacteriology, virology, mycology, hematopathology, immunopathology, informatics

PROFESSIONAL PRACTICE

1981-2002 Pathology Associates of Mid-Louisiana, Alexandria, Louisiana
Hospital practice including surgical pathology, clinical pathology, cytopathology, autopsy pathology, and forensic pathology

1984-2004 Parish of Rapides
Assistant Coroner

2002-present Louisiana Pathology, Alexandria, Louisiana
Independent practice including forensic pathology and private autopsy pathology

2003-present Oakdale Community Hospital, Oakdale, Louisiana
Laboratory Director

2003-2011 Mercy Regional Medical Center, Ville Platte, Louisiana
Laboratory Director

2005-2012 Allen Parish Hospital, Kinder, Louisiana
Laboratory Director

2007-present DeQuincy Memorial Hospital, DeQuincy, Louisiana
Laboratory Director

2010-present Clinical Pathology Laboratories, Inc., Alexandria, Louisiana
Laboratory Director

2011-present Michael Dole Laboratory, Alexandria, Louisiana
Laboratory Director

LICENSURE

1977-1981 South Carolina

1977-present Louisiana

BOARDS OF CERTIFICATION

1982 - Diplomate of American Board of Pathology in Anatomic and Clinical Pathology, no recertification required

1996 - Diplomate of American Board of Forensic Examiners and American Board of Forensic Medicine

1997 - American Board of Pathology, voluntary recertification by examination

2003 - American Board of Forensic Examiners, Certified Medical Investigator Level 5

2009 - American Association of Medical Review Officers, Certified Medical Review Officer (MRO)

PROFESSIONAL ORGANIZATIONS

International Academy of Pathology, 1977-2013

Southern Medical Association, 1977-present

Rapides Parish Medical Society, 1981-present

Louisiana State Medical Society, 1981-present

Louisiana Pathology Society, 1981-present

Fellow, College of American Pathology, 1982-present

Fellow, American Society for Clinical Pathology, 1982-present

Society of Hospital Epidemiologists of America, 1990-2002

Fellow, American College of Forensic Examiners, 1996-present

TEACHING APPOINTMENTS

Clinical Assistant Professor, Tulane University School of Medicine, New Orleans, Louisiana: 1981-2002

Adjunct Clinical Professor of Clinical Laboratory Science, Louisiana State University at Alexandria: 2007-present

MEDICAL STAFF MEMBERSHIP

ACTIVE STATUS:

Rapides General Hospital, Alexandria, Louisiana: 1981-2002

Huey P. Long Memorial Hospital, Pineville, Louisiana: 1981-2002

CONSULTING OR COURTESY STATUS:

Veteran's Administration Hospital, Pineville, Louisiana: 1981-2002

Avoyelles Hospital, Marksville, Louisiana: 1981-2002

St. Frances Cabrini Hospital, Alexandria, Louisiana: 1981-2002

Oakdale Community Hospital, Oakdale, Louisiana: 1981-2002, 2003-present

Savoy Memorial Hospital, Mamou, Louisiana: 1981-2002

Pinecrest State School, Pineville, Louisiana: 1981-2002

Byrd Memorial Hospital, Leesville, Louisiana: 1988-2000

Winn Parish Hospital, Winnfield, Louisiana: 1995-2002

Mercy Regional Medical Center, Ville Platte, Louisiana: 2003-2011

Allen Parish Hospital, Kinder, Louisiana: 2005-2012

DeQuincy Memorial Hospital, DeQuincy, Louisiana: 2007-present

Last revised 6/29/14

STEPHEN H. NORMAN, M.D.

Curriculum Vitae - Supplement A

NON-MEDICAL & COMMUNITY

Alexandria Country Day School:

Board of Directors 1993-2000, President 1996-1998

Science Fair judge 2003-2013

Bolton High School, Science Fair judge 2004

Boy Scouts of America:

Chairman of Beauregard District 1997-1999

Attakapas Council Executive Board 1997-2003

Chairman, Membership Committee of Strategic Planning Team 1998

Sailing Instructor, 2001 Summer Aquatics Camp

Sailing Instructor, 2002 Summer Camp

Brame Middle School, Science Fair judge 2004

Emfield Development Corp.:

Board of Directors, 2001-2007

Treasurer, 2005-2007

Louisiana Pecan Growers Association, 2011-present

Board of Directors, 2011-present

Vice President Education, 2011-2013

Secretary, 2013-2015

President, 2015-present

Louisiana State Child Death Review Panel, 2003-present

Louisiana Region 6 Fetal & Infant Mortality Review Panel, 2003-present

Louisiana State University at Alexandria:

Medical Advisor to Clinical Laboratory Technician Program, 2005-present

Pecan Producers of Louisiana, 2003-2011:

Board of Directors, 2005-2011

Treasurer, 2005-2011

Rapides Foundation Health Science Advisory Council, 1997-2002

Rapides Regional Medical Center Board of Trustees, 1999-2002

Rosalie Sugarmill, Inc.:

Board of Directors, 2005-present

President & CEO, 2005-present

Southeastern Pecan Growers Association, 2005-present

Board of Directors, 2007-2008

Last revised 7/1/15



June 22, 2015

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

Dear Secretary Vilsack:

The board of the Louisiana Pecan Growers Association at a recent meeting voted unanimously to support the Federal Marketing Order for Pecans currently being promulgated by the American Pecan Board. Our industry faces 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 Louisiana Pecan Growers Association goes on record in favor of the Order and greatly appreciates your support.

Respectfully submitted,

Stephen H. Norman
President, Louisiana Pecan Growers Association

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



CC: 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