
Georgetown Pecan Company

GEORGETOWN, TEXAS

GROWER TESTIMONIAL | 2024-2025 SEASON

"Producing Quality Pecans Through Soil-Focused Regenerative Management"

Operation	Location	Acreage	Varieties	Soil Type	Program Partner	Seasons Highlighted
Georgetown Pecan Company	Georgetown, Texas	25 Acres	Desirable, Cheyenne, Choctaw, Kiowa	Blackland	NuVia Technologies Inc.	2024 & 2025

"Since incorporating NuVia products into our growing program, we see reduced insect pressures and tree stress. Our biological system has changed the overall health of our trees. The improvement is visible."

— GEORGETOWN PECAN COMPANY | GEORGETOWN, TEXAS

Our 25-acre orchard just north of Georgetown, Texas grows four improved varieties — Desirable, Cheyenne, Choctaw, and Kiowa — in Blackland soil, with management centered on building healthier soil for vigorous trees and quality pecans.

We operate on regenerative principles: herbicides were discontinued years ago, synthetic fertilizers more recently. Today, nearly all inputs are biological or plant based. As we like to say, "We do not buy Nitrogen, but our trees grow like weeds."

We continue working on resistance to two insect pests and one major fungal disease — but we have come a long way producing quality pecans in what we jokingly call "the wrong place."

We incorporated NuVia Technologies Inc. products beginning in 2024 to address soil health, crop quality, and significant Black Pecan Aphid pressure. Since then, aphid pressure has eased across most of the orchard — though the Choctaw variety still requires threshold-based monitoring and targeted sprays. The overall health of our trees has visibly improved.

2025 SOIL HEALTH RESULTS

KEY INDICATORS

Key Indicator	April 2025	October 2025	Improvement
Total Microbial Biomass	1,351 PFLA ng/g	9,177 PFLA ng/g	6.8× increase
Functional Group Diversity Index	1.16	1.68	45% increase
Overall Biological Ranking	Poor – Below Average	Excellent	Major improvement
Available Nitrogen	14.9 lb./acre	34.3 lb./acre	130% increase
Available Phosphorus	5.2 lb./acre	14.2 lb./acre	173% increase

Additional nutrient indicators reinforced the gains across the full soil profile.

ADDITIONAL NUTRIENT INDICATORS

Soil Indicator	April 2025	October 2025	Improvement
Potassium	88 ppm	128 ppm	45% increase
Magnesium	200 ppm	220 ppm	10% increase
Zinc	0.01 ppm	0.04 ppm	300% increase
Manganese	0.1 ppm	0.2 ppm	100% increase
Soil Organic Matter	5.4%	5.5%	Essentially stable
Soil Health Indicator (SHC)	11.84	13.34	13% increase

Total 2025 program cost (all NuVia Technologies' inputs): approximately \$110 per acre.

PROGRAM OUTCOMES

- Reduced Black Pecan Aphid pressure; Choctaw variety still monitored at threshold
- Fewer spray applications; reduced mowing requirements
- Consistent cash flow and profitability maintained across both seasons
- Continued confidence in incorporating NuVia Technologies into the growing program

Based on measurable soil improvements and crop results, Georgetown Pecan Company would recommend NuVia Technologies to growers seeking to improve soil health, tree health, and crop performance.

2025 CENTRAL REGION PECAN SHOW RESULTS

COMPETITION RESULTS – GEORGETOWN PECAN COMPANY

Variety	Nuts / Pound	Kernel %	Result
Desirable	40.5	52.23%	2nd Place — Advanced to State Show
Choctaw	38.67	56.02%	3rd Place
Kiowa	38.33	56.0%	3rd Place — Advanced to State Show

Georgetown Pecan Company · Georgetown, Texas · Seasons: 2024–2025

Dennis Perz, dennis@georgetownpecanscompany.com

Program: NuVia Technologies Inc.

Greg Downing, gdowning@nuviatec.com, 317-432-2613

2Program Partner: NuVia Technologies Inc.

Results may vary. Individual grower experience based on specific operation, soil, climate, and management conditions.