

## JAMES M. MATSON

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*James Matson serves as a business advisor with expertise in feasibility, marketing and business organization, primarily with farmer-owned businesses to increase their management capacity. Mr. Matson has more than fifteen years marketing, developing, researching, writing, and teaching experience working for government, private, and non-profit organizations. He has managed a consulting firm since 2001. His experience includes working on projects in more than 25 U.S. states, while Internationally he has worked in 20 countries on four continents. He holds a M.S. in Agricultural Economics.*

### EDUCATION

M.S., Agricultural Economics, University of California, Davis  
B.S., Agricultural Business Management, International, North Carolina State University  
B.A., Spanish Language and Literature, North Carolina State University  
B.A., Economics, Honors Program, North Carolina State University  
Graduate Institute of Cooperative Leadership, University of Missouri

### PROFESSIONAL EXPERIENCE

**Founder and Principal, Matson Consulting, Aiken, SC (2001-2006)** Created and managed a business consulting firm specializing in value added agricultural enterprises. Primary projects areas were for feasibility studies, business plans, grant management, and strategic plans for producer owned businesses. Other practice areas include business structure design and securing USDA grants. Clients ranged from newly formed Limited Liability Companies to non-profit foundations to New Generation Cooperatives. Aided clients to obtain more than \$10 million in grants, and conducted more than 30 studies. – <http://www.matsonconsult.com/>

**Partner, Heatherwood Consulting Group, LLC, Aiken, SC (2002-2006)** Co-founder of Internet based promotional products company with more than \$1 million in nationwide sales from 49 states. Oversee all aspects of marketing, business planning and contractor selection to manage business growth. Assisted with day-to-day operations – <http://www.runandwin.com/> , <http://www.yourlogoworks.com/>

**Senior Consultant, Community College Workforce Alliance, VA (2004-2006).** Created business plans and expansion plans for business enterprises looking for financing or new business ventures. Instructor of NxtLevel business start-up courses and workshops in both English and Spanish.

**Agribusiness Specialist, Development Alternatives, Inc. Bethesda, MD – Bolivia (2000-2001)**  
Oversaw efforts in agricultural marketing, trade promotion, grant management, strategic planning, and association strengthening. Supported USAID contracts through technical support and studies with 50% international travel. Duties included a \$6M grants program and the farmer organization capacity building component for 10,000 participants of the CONCADE Project (\$55M) in Bolivia.

**Agricultural Marketing Specialist, U.S. Department of Agriculture (USDA): Rural Business-Cooperative Service. Washington, D.C. (1998-2000)** Conducted and reviewed feasibility studies, marketing strategies, and business plans of producer-owned businesses. Instructed business. Gave presentations. Wrote articles on complex concepts for a non-technical audience. Reviewed and evaluated grant, foundation, and loan proposals. Translated materials into Spanish. Assisted the formation “New Generation” value-added cooperatives.

**Interim Project Director, TechnoServe, Inc. Lima, Peru (1997-1998)** Managed a USAID Title II project in three Peruvian regions, with a \$1.2 million annual program. Products included coffee, cochineal, and alpaca. Initiated project, hired local staff, coordinated activities with other NGO's and reported progress to USAID. Project included travel to Panama, Nicaragua and El Salvador.

**Agribusiness Advisor, U. S. Peace Corps. Las Piedras, Uruguay (1995-1997)** Consultant to Uruguayan Agricultural Ministry, including a \$23 million IADB re-conversion of the small farm sector. Trained 500 producers in entrepreneurial skills with twenty-five seminars. Co-authored three publications, instructed on Monte Carlo analysis. Advised two cooperatives and a horticultural packing plant on business and marketing strategies, resulting in international exports.

**Market Researcher, Doane Marketing Research, Inc. St. Louis, MO (1994-1995)** Conducted marketing research for clients of diverse size. Responsibilities for project design, supervision of 25 staff, quality control, data analysis, presentations and report writing in team environment; including a 17,000 sample study of US crop control chemicals, and intl. pest control products survey.

**Agricultural Economist, USDA: Economic Research Service. Washington, D.C. (1992-1994)**  
*Productivity* Instituted complete revision of measures of US agricultural productivity from 1948-1991. Created hedonic indices of pesticide, and fertilizer prices. Co-authored and presented results for four publications on productivity. *Environmental* Created econometric models to evaluate the net total environmental and economic results of cultural cropping practices in the US.

**Consultant, Department of Agricultural Economics U. C., Davis, CA (1992)** Researched market structure, leading producers, trade, and growth sectors on apples, pears, and tomatoes. Co-authored paper on California's importance in world apple market.

**Research Assistant, Department of Agricultural Economics University of California, Davis, CA (1990-1991)** *Trade Policy* – Co-authored book on the potential effects of the North American Free Trade Agreement (NAFTA) on 14 horticultural products. Collected data in Mexico and U.S., compiled statistics on infrastructure and trends, and analyzed results, from the research results.

**Economist, Department of Agricultural Economics North Carolina State University Raleigh, NC (1987-1990)** *Commodity Analyst* – Estimated private and social cost-benefits of Boll Weevil Eradication Program for USDA. Co-authored working papers and presentations for USDA. *Economic Analyst* – Investigated Costa Rican trade policy to determine potential improvements in non-traditional export policies. *Environmental Policy Researcher* –Correlated information, designed tables, verified data for collaboration on draft of *NC Resource Source Book*. *Supplemental Instructor Economics* – Lectured on economic theory to 150 at risk students *Agricultural Policy Research Assistant* – Investigated US agricultural policy from 1920 to 1987 for book on agricultural policy.

### **Other Employment Experience**

*Independent Consultant* –. Contract topics included cooperative organizational structure, Mexican avocado sales in the US, Citrus expansion in Argentina, and honey cooperatives in Bulgaria.

*English Language Instructor* – Taught business English in Osaka, Japan and Bilbao, Spain.

### **LANGUAGES**

Spanish, fluent

Portuguese, low intermediate

Japanese, basic

French, basic

## RELATED PROFESSIONAL INFORMATION

### SELECTED PUBLIC SPEAKING:

USDA Rural Development - "Winning Value Added Grant Applications" –100 persons	Raleigh, NC-2006
National Cooperative Training, - Feasibility Studies- 70 Persons	Madison WI -2005
National Ag. Finance Authority Conference- Business Plan Development-70 persons	Williamsburg, VA -2004
Virginia Agricultural Summit-200 persons	Richmond, VA-2003
NC Agricultural Development Consortium- 25 persons	Raleigh, NC- 2002
30 Farmer Development Groups-training sessions- 800 persons	Various-2001-2006
Farm Bureau Southern Marketing Conference 70 persons	Williamsburg, VA 2000
Farmers Union National Meeting 2 sessions on "New Generation Cooperatives"	Salt Lake City, UT 2000
National Beekeepers Federation Annual Meeting 250 persons "Cooperative Advantage"	Dallas, TX 2000
Advanced Cooperative Specialist training to 50 persons	St. Louis, MO 1999
Cooperative development presentations to 40 groups and 900 persons	USA1998-2000
14 Presentations to elementary schools on cultural differences	NC and Uruguay 1988-1998
Conference Interpreter "Gestión Para la Modernización de la Pequeña Empresa Agrícola"	Santiago, Chile 1997
25 workshops or seminars to 500 persons on agricultural business management	Uruguay 1996-97
Volunteer instructor of English as a Foreign Language 6 hours a week	Washington, DC 1993-1994

### INTERNATIONAL EXPERIENCE

Lived and worked in Uruguay and Peru for more than 2 years  
Ecuadorian- Project Management Experience- agricultural marketing  
Repeated work in Bolivia, Farmer Organization Development  
Short term projects in Bolivia, Mexico, Chile, Nicaragua, Paraguay, and El Salvador  
Attended High School and University in Spain for nearly 2 years  
Lived and worked in Japan for 4 months  
Short term consultant in Bulgaria for 2 weeks

### PUBLICATIONS

- Gehrke, B., and J. Matson. "Organizational and Operating Structures of a National Pork Producers Cooperative; Evaluation of Alternatives for Implementation of the Pork America 'Umbrella' Model." *NCR-194*. October 30-31, 2001.
- Gehrke, B., and J. Matson. "Is a National Pork Marketing Cooperative Viable? A case study of Pork America within the context of structural change in the U.S. pork industry." *NCR-194*. December 2000.
- Matson, J. and B. Gehrke. "Pork America: national cooperative on the horizon." *Rural Cooperatives Vol. 45 No 5; Sept/ Oct 2000*.
- Gehrke, B. and J. Matson. "Issues related to proposed livestock slaughter cooperatives." *Rural Cooperatives Vol. 45 No 5; Sept/ Oct 2000*.
- Gehrke, B. and J. Matson. "The Concept of a National Pork Producer Cooperative". *Rural Cooperatives Vol. 45 No 5; Sept/ Oct 2000*.
- Matson, J. "Cooperative Feasibility Study Guide." *USDA /Rural Business-Cooperative Services CSR #58 August, 2000*.
- Matson, J. "Consultant's Feasibility Study Can Predict Success of 'Next Great Idea'" *Rural Cooperatives Vol. 45 No 4; July/ Aug 2000*.
- Matson, J. "Strength through Unity: Bulgarian Honey Producers Sweeten Their Future Through Cooperation." *Rural Cooperatives Vol. 45 No 2; March/ April 2000*.
- Gehrke, B. and J. Matson. "Planning to Prosper: Recalling Lessons Learned from Livestock and Meat Packing Co-ops." *Rural Cooperatives Vol. 44 No 4; July/ Aug 1999*. Internet: <http://www.rurdev.usda.gov/rbs/pub/aug99/prosper.htm>.
- Borsani, A. and J. Matson. "Evolución del Costo de Producción de Manzana, 1980-1995." *Uruguay Granjero, Montevideo, Uruguay; 1997*.

- Borsani, A. and J. Matson. "Manzana Roja: Análisis de Evolución del Precio." Uruguay Granjero 3 No X; Montevideo, Uruguay; Nov. 1996.
- Arias, L. and J. Matson. "Pera Williams: Análisis de Evolución del Precio." Uruguay Granjero 3 No X; Montevideo, Uruguay; Nov. 1996.
- Ball V. E., J. Matson, and A. Somwaru. "US Agricultural Productivity." *New Approaches in International Agricultural Productivity*. Canadian Bureau of Agriculture. 1994.
- Ball, V. E., J. Matson and A. Somwaru. *New Measures of US Agricultural Productivity*. USDA/ERS/RTD. 1994.
- Matson, J. and J. Variyam. "Quality Change Matters: The Case of Fertilizer Price Index." AAEA Meetings 1994.
- Ball, V.E. and J. Matson. "USDA Productivity Measures: Methods and Data". AAEA meetings, Aug. 3, 1993.
- Jolly, D. and J. Matson. "California's Apple Industry in a Global Market Place: Trends and Prospects." Extension Information Bulletin; University of California, Berkeley. Fall 1993.
- Cook, R., C. Benito, J Matson, D. Runsten, K. Shwedel, and T. Taylor. *The North American Free Trade Agreement, Agricultural Issues: Vol. IV Fruits and Vegetables*. American Farm Bureau. 1992.
- Matson, J. "The Uruguay Round of The GATT", *The North Carolina Economist*. June 1989.

### **TRANSLATOR**

- "¿Qué es una Cooperativa" USDA/RD/RBS Cooperative Information Report 50-S. April, 1999.  
Internet: <http://www.rurdev.usda.gov/rbs/pub/cir50s.pdf>.
- Meyer, T. "Comprendiendo las Cooperativas: La Estructura de las Cooperativas" USDA/RD/RBS Cooperative Information Report 45, Section 3.  
Internet <http://www.rurdev.usda.gov/rbs/pub/cir45-3e.pdf>
- Meyer, T. "Comprendiendo las Cooperativas: ¿Quién Maneja los Negocios Cooperativos? Los Socios" USDA/RD/RBS Cooperative Information Report 45, Section 4.  
Internet <http://www.rurdev.usda.gov/rbs/pub/cir45-4.pdf>
- Meyer, T. "Comprendiendo las Cooperativas: ¿Quién Maneja los Negocios Cooperativos? La Junta Directiva" USDA Cooperative Information Report 45, Section 5.  
Internet <http://www.rurdev.usda.gov/rbs/pub/cir45-5.pdf>
- Meyer, T. "Comprendiendo las Cooperativas: ¿Quién Maneja los Negocios Cooperativos? La administración y los empleados" USDA Cooperative Information Report 45, Section 6.  
Internet <http://www.rurdev.usda.gov/rbs/pub/cir45-6.pdf>

### **COMPUTER**

Abilities with spreadsheet, word-processing, and analysis on PC, and mainframe systems. Graphic design capabilities. Instructor in computers and Internet for research purposes.

### **HONORS**

USDA Certificate of Merit for formation of Pork America cooperative, USDA Certificate of Merit for Spanish translation of documents, USDA Certificate of Merit for creation of hedonic price index Phi Beta Kappa of NCSU, Summa Cum Laude graduate NCSU, Alpha Zeta Agricultural Professional Society member, RJ Reynolds Agribusiness Scholarship winner (NCSU), NCSU Fellows (Leadership Program), NC 4-H Agricultural Recordbook State winner and 4-H leader, and BSA Eagle Scout