

JAMES M. MATSON

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James Matson serves as a business advisor with expertise in feasibility, marketing and business organization, primarily with rural businesses to increase their management capacity. Mr. Matson has more than twenty years marketing, developing, researching, writing, and teaching experience in management for private, government, and non-profit organizations. He has owned a consulting firm since 2001. His experience includes working on projects in more than 25 U.S. states and 20 foreign countries. 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-Present) Created and managed a business consulting firm specializing in value added agricultural and biomass energy enterprises. Responsible for all aspects of business including project bidding, staff and sub-contractor management, economic research, authoring publications, public presentations, client contacts, and finance.

Primary project areas are feasibility studies, business plans, capital planning, and strategic plans for rural based businesses. Other practice areas include business structure design and securing USDA grants and business financing (both equity and loans) for clients. His experience has also included teaching presentations at seminars, workshops and conferences. The business has assisted more than 250 clients, which range from newly formed Limited Liability Companies to non-profit foundations to farm based anaerobic methane digesters. The firm aided (helped) clients to obtain more than \$20 million in grants and several hundred million dollars of loans. Matson Consulting has participated in more than 100 feasibility studies and similar numbers of business plans on clients behalf's. –www.matsonconsult.com/

Adjunct Professor of Economics, Aiken Technical College, Graniteville, SC (2010-Present) Teach introductory university classes on Micro and Macro Economics to classes of approximately 30 students as a part time position. Lecture on all aspects on basic economic theory. Design and present lectures and evaluate student progress with tests and quizzes.

Partner, Heatherwood Consulting Group LLC, Aiken, SC (2002-2011) Co-founder of Internet based promotional products company with several millions of dollars in sales from all 50 states and internationally. Oversee all aspects of Internet marketing, business planning and contractor selection to manage business expansion. Grew the company from a start-up to an established business with a staff of six. Designed all marketing and promotional plan operations –www.runandwin.com/, www.yourlogoworks.com/

Senior Consultant, Community College Workforce Alliance, VA (2004-2006). Created business 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 businesses; 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 with the formation of “New Generation” value-added cooperatives.

Interim Project Director, TechnoServe, Inc. Lima, Peru (1997-1998) Managed a USAID Title II project in three Peruvian regions as part of a 40 million dollar annual program. Products included international trade in 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 and 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. Responsible for project design, supervision of 25 staff, quality control, data analysis, and presentations and report writing in team environment (including a 17,000 sample study of US crop control chemicals and international 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. Co-authored 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.

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. Co-authored working papers and presentations for USDA. *Environmental Policy Researcher* - Assisted to create draft of *NC Resource Source Book*. *Supplemental Instructor Economics* - Lectured on economics 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

French, basic

RELATED PROFESSIONAL INFORMATION

SELECTED PUBLIC SPEAKING:

VAFAIRS- "You Can Write the Grant"/What Reviewers Want"- 250 persons	Multiple locations, 2007-2009
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- 50 persons	St. Louis, MO 1999
Cooperative development presentations- 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 on agricultural business management- 500 persons	Uruguay 1996-97
Volunteer instructor of English as a Foreign Language 6 hours a week	Washington, DC 1993-1994

INTERNATIONAL EXPERIENCE

Extensive work in South America including: living in Uruguay and Peru for more than 2 years; projects in Bolivia; short term work in Bolivia, Mexico, Ecuador 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.

PRIVATE PUBLICATIONS

Authored or co-authored more than 125 feasibility studies and business plans.

Worked on more than 80 Federal and non-profit grant applications which have been funded.

PUBLIC PUBLICATIONS

Matson, J. "Virtual Food Hub Helps Virginia Producers Tap Into Local Food Markets." Rural Cooperatives Vol. 78, No. 3; May/ June 2011.

Matson, J. and M. Sullins "Keys to Success for Food Hubs." Rural Cooperatives Vol. 78 No. 3; May/ June 2011.

Cook, C., J. Matson, and L.K. Suter, Esq. Virginia Business Legal Structures. Virginia Foundation for Agriculture, Innovation & Rural Sustainability. 2011.

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: 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: 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: www.rurdev.usda.gov/rbs/pub/cir45-Se.pdf
- Meyer, T. "Comprendiendo las Cooperativas: ¿Quién Maneja los Negocios Cooperativos? Los Socios." USDA/RD/RBS Cooperative Information Report 45, Section 4.
Internet: www.rurdev.usda.gov/rbs/pub/cir45--1.pdf
- Meyer, T. "Comprendiendo las Cooperativas: ¿Quién Maneja los Negocios Cooperativos? La Junta Directiva." USDA Cooperative Information Report 45, Section 5.
Internet: www.rurdev.usda.gov/rbs/pub/cir45--2.pdf

Meyer, T. "Comprendiendo las Cooperativas: ¿Quién Maneja los Negocios Cooperativos? La administración y los empleados." USDA Cooperative Information Report 45, Section 6.
Internet: www.rurdev.usda.gov/rbs/pub/cir45--3.pdf

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, 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