



MORRISON & COMPANY

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### NEW CONSULTANT

We are growing again! Morrison & Company is pleased to announce our newest consultant, Janae Prentice.



### CHANGING ROLES FOR A GROWING FIRM

Geoff Chinnock will take responsibility for Morrison & Company's daily operations as Managing Principal effective January 1, 2017, while Brent's duties will focus on strategy, infrastructure, and practice development.



### MORRISON SNAPSHOTS

It's been another eventful quarter for our team. As we wrapped up summer and welcomed in fall, we had many moments to be thankful for, including taking the company to a fun Chico Heat game (photo above).



# NATIONAL FARMERS: INVESTING IN THE NEXT GENERATION OF AGRICULTURAL LEADERS

[www.nfo.org](http://www.nfo.org)

Serving over 5,000 livestock, dairy, and feed grain producers in 26 states provides a unique perspective on the needs, concerns, and successes of a diverse range of farmers and ranchers. For National Farmers, this insight has propelled the non-profit organization to continually improve and expand educational programs and other services to their members.

Established in 1955 and headquartered in Ames, Iowa, National Farmers employs over 140 people today in seven regional offices and provides members sophisticated commodity marketing, price negotiations with major buyers, and agriculture risk management education programs focused on production costs, market fundamentals, and marketing strategies. Members represent a cross-section of conventional and organic grain, cattle, hog, and dairy producers.

The organization prides itself on being a collaborative group where members care for one another and are treated as family. Nearly half of National Farmer's members produce organic milk, and in recent years the organization has expanded educational programming for its organic producers through grant-funded efforts. Organic milk production brings higher prices than conventional milk but there are significant challenges that growers must be educated on to ensure profitability. Investing in this education promotes an economically sustainable future, particularly for those who

are just starting their careers or taking over a family farm.

Paralleling this initiative, the organization has launched a young leadership program for second and third generation farmers. The youth program mentors beginning farmers and ranchers and develops them into the next generation of agricultural leaders. These efforts help sustain the future of the industry and the organization itself; several current National Farmers board members have directly benefitted from these efforts.

Morrison & Company has worked with National Farmers for several years, writing competitive grants to help the organization accomplish and expand its vast educational programs. Grants from USDA's Risk Management Education Program and Beginning Farmer and Rancher Program have provided over \$870,000 to fund these efforts. In addition, we assisted a joint project by National Farmers, South Dakota Farmers Union, and other prominent farm proponents by performing an in-depth feasibility study to assess possible biomass energy and other alternative uses for crop residues. This was made possible by a USDA Value-Added Producer Grant also written by Morrison & Company.

We are honored to have had the opportunity to work with National Farmers to help create meaningful change for farmers and ranchers and look forward to seeing the further results of their hard work.