



MORRISON & COMPANY

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"What if we don't change at all ... and something magical just happens?"

CHANGE MANAGEMENT

Brent Morrison and Shawn Miller on handling the inevitable.



CLIENT CORNER

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MORRISON SNAPSHOTS

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NORTH VALLEY AG SERVICES: A CASE STUDY IN EVOLVING FOR SUCCESS

For most businesses, adaptation is inevitable and essential to longevity. North Valley Ag Services epitomizes this and is a prime example of a company that has rightly navigated change and initiated transformation to bring its owners and the greater agricultural community the greatest success.

For more than 60 years, North Valley Ag Services has served the needs of Northern California farmers. Originally formed in 1957 as Chico Bean Growers, the company was conceived as a grower-owned bean processing cooperative. Area farmers came together to find a solution to clean and sell their crop in a more efficient and profitable manner, with the founding group of 27 growers pledging their own assets to finance the original equipment and land needs of the operation.

As the needs of the growers evolved, so too did the business. Though the cooperative's main purpose remained cleaning, storing, and marketing their members' bean deliveries in the early years, it wasn't long before the cooperative began to offer fertilizer and supplies to their farmers as well.

As the decades progressed, the company followed suit. With growers across the company's service area transitioning out

of bean farming and into orchard crops, Chico Bean Growers faced a reality that many businesses come to at some point in their trajectory: adapt or die. The visionary leaders of Chico Bean Growers chose to remain committed to serving farmers' needs and revolutionized to North Valley Ag Services, a service and supply company, complete with rail and truck capacity to allow for broad distribution of supplies.

Today, North Valley Ag Services is cooperatively-owned by more than 400 Northern California farmers who farm almonds, walnuts, prunes, and other crops. It is an industry leader in providing crop protection, plant food, and agronomic and other services to growers.

Morrison & Company is proud to have served North Valley Ag Services for several years, primarily helping the cooperative to leverage grant funding to serve its members with educational programs. North Valley Ag Services has been able to host educational workshops on soil health, provide one-on-one financial mentoring to its members, support educational speakers at larger events, and has even been able to provide new technology resources to its growers. We look forward to adapting alongside North Valley Ag Services for many more years to come!