



Morrison launches redesigned website at www.morrisonco.net

To kick off 2013, Morrison & Company unveiled a fresh, updated website with a new design and expanded features to allow us to better serve our clients and better display our services, clients, and history.

In the inaugural issue of this newsletter last year, we made the commitment to freshen up our web presence. With the help of the great team at MC2 Design Group, www.morrisonco.net is better than ever. In addition to a new look, we have added a much larger number of case studies to our revamped site, allowing us to share more about the work we do and the great clients we serve. We have had the opportunity to assist a broad range of clients over the past 11 years on a wide variety of projects, and our case studies tell some of those stories.

Among others, you will learn about the grant writing assistance we provided the Citrus Research and Development Foundation, which helped the organization secure \$9 million in federal grant funding to fight citrus greening disease; a feasibility study and business plan for a major new food processing plant in Michigan; several business valuation projects; our work in helping a Japan-based multinational corporation search for US business acquisitions; our feasibility study exploring technologies and markets for biomass feedstocks for a multi-state Midwest organization; and the interim financial management assistance we provided a private investment group that acquired over 200,000 acres of timber land, several lumber mills, and related facilities.

Along with the case studies, we are proud to host an integrated blog on our website, which will provide our regular readers an easy way to stay up to date with the latest grant announcements, business tips, company updates, and fun photos and updates of our team engaging in the greater business community. We brought our archived blog postings from the old site and look forward to a more active blogging year in 2013.

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In our work, we have the opportunity to build relationships with many partners in related industries, and have had the chance to collaborate over the years with financial institutions, CPA firms, law firms, and others to meet the need for expertise in cash flow forecasting, streamlining accounting procedures, providing interim executive assistance, and conducting business valuations. Our website will have specific links that will help our friends in financial institutions, CPA firms, and law firms learn more about how these services can help them better serve their clients.

As you browse our website, you will also find the familiar features that were a staple of our old website, including electronic versions of our newsletters, full biographies of our staff, a representative list of our clients (now with related links), and career opportunities. We have expanded ways to connect with us via Facebook, Twitter, and LinkedIn.

Be sure to check out our redesigned website now, but continue to check in as we expand the case studies and other content, including video features that should launch later this year. We're excited about ringing in the new year with a new look, and hope you find the new www.morrisonco.net user-friendly and informative!



Top O' The Morn Farms: Bringing back the milkman



To move their business forward, Ron and Evie Locke looked to the past to create value-added demand for their farm fresh milk by bringing back the milkman.

Like most dairies, Top O' The Morn Farms delivers milk from their herd of almost 2,000 Holsteins to a marketing cooperative that processes and markets milk, butter, and cheese. A few years ago, Top O' The Morn decided to pursue a venture to allow them to market a portion of their production directly to consumers, with the goal of increasing profits from milk they already produce. Thanks to the dual pressures of low dairy sales prices and high feed prices, the decision was timely.

The idea is so old it's new again: glass bottled milk, delivered to people's doorsteps. Though the popularity of home-delivered milk waned decades ago, more and more consumers are looking for both value and locally produced fresh foods. Could it be time for a comeback?

Morrison & Company was hired to prepare a feasibility assessment and business plan. After helping design a consumer survey to gauge consumer interest, desired products and delivery schedules, and price tolerance, we reviewed and helped develop the company's plans from the standpoints of business organization, markets and market risk, marketing approaches and competition, facilities and production, distribution, information technology, personnel, capital needs, and risk analyses.

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Along with the expertise of our professional staff, we engaged partners in dairy process engineering and other areas to supplement our review of the proposed construction and operations. Our findings included a thorough assessment of the key aspects of construction, operations, marketing, and risk, plus multi-year financial projections under stated assumptions.

Top O' The Morn began processing and delivering milk last fall and currently offers their Tulare-area customers a wide range of glass-bottled milk in a variety of sizes, including a heavenly chocolate milk that is more dessert than drink. The company has also opened a drive-through business that offers customers a variety of local products in addition to milk. Deliveries will eventually expand to nearby Fresno, Bakersfield, and adjacent areas with a total population of about 2.2 million.

The Morrison & Company team recently had the opportunity to visit Top O' The Morn, which included a tour of their pristine facility and, of course, tastings of their delicious milk. We've included a number of pictures from our trip and invite you to visit their website at www.farmfreshmilk.com for more information.



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Morrison & Company Tidbits

- Toni Scott graduated from the yearlong California Farm Bureau Federation Leadership Farm Bureau Program in December. The graduation ceremony was held at the California Farm Bureau Annual Meeting in Pasadena, where Toni addressed approximately 500 graduation attendees about the activities of the class over the past year. She's fourth from the left in the group picture.

One of the highlights of the program was a November visit to Texas, where Toni had the chance to see production agriculture in a different state and learn about the unique issues facing farmers and ranchers in Texas. That's her on top of a Texas Longhorn in the picture, which was taken at the Fort Worth Stockyards.

- Brent Morrison, Geoff Chinnock, and Toni Scott had the opportunity to visit the Fresno area in November, making a few stops to see some of our clients, including Top O' The Morn Farms, which is featured in this newsletter, and Fresno Cooperative Raisin Growers. Geoff even had the chance to get up close and personal with some grapes!

- Morrison & Company works with a number of clients that are agricultural cooperatives, and as such, Toni Scott coached a high school FFA team in a contest about cooperatives. The Butte CORE Charter High School participants learned about the history of cooperatives, the different types of cooperatives, and even answered some cooperative accounting questions. The team won first place in their sectional contest and will be moving onto the state competition in May! The team based much of their learning on the latest edition of the booklet "Exploring Farmer Cooperatives," written by Brent Morrison for the Agricultural Council of California.



Courtesy of CFBF

Morrison & Company specializes in planning and feasibility, interim executives, special projects, and grants.