



James Matson, is the founder and principle in Matson Consulting, an agribusiness consulting firm.

Mr. Matson has twenty years of experience in marketing, developing, researching, writing, and teaching for government, private, and non-profit organizations. He has assisted more than 250 producer organizations, creating business plans and feasibility studies. He has authored over 70 feasibility studies, assisted with 100 other studies. Mr. Matson has a long history of creating marketing solutions through the creation of business and marketing plans that have resulted in millions of dollars of sales.

He and authored more than 20 works for scholarly, industry, and popular publications including USDA's "*A Cooperative Feasibility Study Guide*". This guide is referenced on the first page of the major search engines and in Wikipedia (as SR58).

Mr. Matson has extensive experience in almost all facets of the grant process. From creating grant applications to reviewing grant applications to administering Federal grant programs, he has played an instrumental role in agricultural grant programs for over 10 years. With a wide diversity of clients throughout the U.S., Mr. Matson has been highly successful in securing at least \$20 million in Federal grants. Mr. Matson is an experienced grant expert having been trained in Federal grants administration, and has authored program grant manuals for U.S. and international grant programs. He has shared this knowledge through workshops, enlightening producers and grant writers on techniques for successful grants. As administrator of a grant program, he oversaw the distribution of over \$3 million in small grants to over 1000 producers. He has also served as an internal USDA grant reviewer giving him insight into what makes an application receive funding.

Mr. Matson has been well received as energetic, entertaining, informative speaker at workshops, conferences, and producer groups. He is skilled at adapting his presentations to best meet the needs of his audience. Mr. Matson continues to maintain excellent contacts in government agencies, businesses and in the academia

Since its inception in 2001, Matson Consulting has worked with clients throughout the United States and internationally to provide a wide variety of agricultural business and business development solutions. Matson Consulting offers services for value-added agricultural businesses that include but are not limited to: Business Planning, Grant facilitation, Financial Analysis, Market Analysis and Training Workshops.

Mr. Matson has worked on agricultural business development throughout the US and in 19 countries on four continents. He has a M.S. degree in Agricultural Economics from the University of California, Davis and a B.S degree in Agricultural Business Management and B.A. degrees in Economics and Spanish from NCSU.