

**Fruit Processor**

**CHALLENGE**

Competition based on lower costs from China



*For commodity producers, currency changes or a newly subsidized foreign industry can suddenly bring a lower priced option to the market*

*In the two years prior to starting TAAF:*

**Sales Change:** -17%

**Jobs Change:** -8%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

**SOLUTION**

NWTAAC worked with management to document a strategy to differentiate through quality, service, and product variety.

**Investment** NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested substantial additional funds to fully implement the strategy.

- Outside \* Expertise** \* Marketing Plan with Stewart Johnson & Peter Thor
- \* Marketing Implementation with AgEquity & Others
- \* Website redesign with Enigma

**RESULTS**

TAAF focused on marketing - a weakness for the company. The firm stabilized at a lower level of operations and reorganized with new ownership. The firm employed \$41,876 of TAAF assistance over 5 years.

*Results from start of TAAF:*

**Sales Change:** -29%

**Jobs Change:** -30%

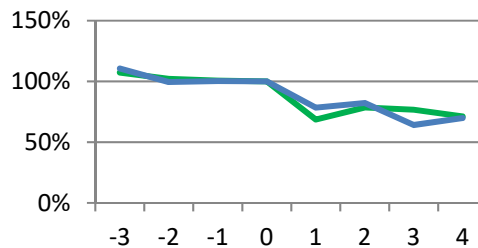
**Productivity:** +2%

**TAAF Usage:** Partial

**Status at Close:** Company acquired

**Long-term:** Continued operation under new owners

**Table:** Indexed SALES and JOBS by program year, TAAF start = 100% and year 0.



\*Active for 5 years with 1 year of follow-up

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



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