

Trade Adjustment Assistance for Firms (TAAF)

Livestock Rancher

CHALLENGE

Commodity price competition from Canada



Distribution in many industries is consolidating placing small producers at a disadvantage.

In the two years prior to starting TAAF:

Sales Change: 4%
Jobs Change: 0%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

SOLUTION

NWTAAC worked with management to review and advise on a strategy to align distribution through direct to consumer channels.

Investment NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested substantial additional funds to fully implement the strategy.

Outside Expertise * Marketing strategy and implementation with SEED

RESULTS

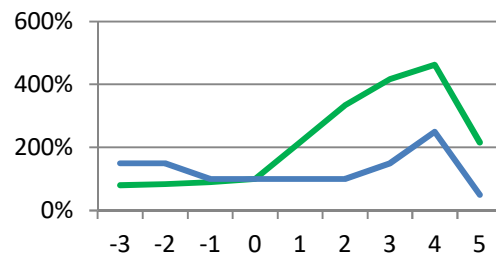
TAAF focused on marketing to support the company's transition. The company implemented its strategy and far exceeded its pre-impact sales levels. The firm employed \$22,500 of TAAF assistance over 2 years.

Results from start of TAAF:

Sales Change: 115%
Jobs Change: -50%
Productivity: +331%

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

TAAF Usage: Full
Status at Close: Company expanded
Long-term: Family ranch in continuous operation



*Active for 2 years with 5 years 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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NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest

Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

