

Tree Nut Grower

CHALLENGE

Competition based on lower costs from Turkey and Canada



In the two years prior to starting TAAF:
Sales Change: -33%
Jobs Change: -33%

NWTAAC assisted company to prepare a petition for TAAF

The business planning from the TAAF program was a huge benefit for us. It supported our decision to radically alter our business.

Referred to TAAF by:

Local Economic Dev. Office

Company owner

SOLUTION

NWTAAC worked with management to develop a strategy to focus on value added rather than bulk sales.

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 * Software Development and Training with QB Accounting

Expertise * Advertising Tools with Jeff Gutterud & Portfolio Production

* Facility/Equipment Design with Various Vendors

RESULTS

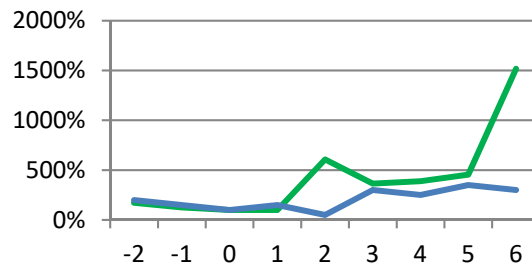
TAAF focused on disciplines to support the strategy that was generated with NWTAAC. The Company grew very rapidly. The firm employed \$22,026 of TAAF assistance over 5 years.

Results from start of TAAF:

Sales Change: 1416%
Jobs Change: 200%
Productivity: +405%

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

TAAF Usage: Full
Status at Close: Company expanded
Long-term: Continued growth and national recognition



*Active for 5 years with 2 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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