



MORRISON & COMPANY

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Learn a little bit about the newest consultant to join the Morrison team.



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Check out some of our new clients and the happenings of our current clients.

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In addition to a new consultant, this past quarter the Morrison family welcomed a new baby!



Llano Seco Rancho: History, Hogs, and Heirlooms

Established in 1861, the sprawling and serene Llano Seco Rancho sits along the Sacramento River in Northern California, its splendor manifested through the ranch's rich balance of agriculture and conservation.

Home to nut orchards, row crops, heirloom beans and grains, hogs, grass-fed beef, and protected wildlife habitat, the ranch is both beautiful and bountiful, a perfect union of production and protection. Portions of the 18,000-acre ranch have been continuously farmed for more than 150 years by descendants of John and



Abbie Parrot, who first incorporated the Mexican land grant ranch.

Today, Llano Seco Rancho continues the legacy launched by the Parrots, with the sixth generation of the family now farming the land and supervising the stewardship of its resources.

Over the last several years, Llano Seco has grown their farming and ranching enterprise to provide natural and humanely raised pork and beef to consumers.



In addition to traditional cuts of meat, Llano Seco's value-added products include sausage, smoked bacon, hams, ground beef, and even hot dogs, among others. Llano Seco meat is

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offered on the menus of several high-end restaurants in the Bay Area and beyond, and consumers can find their products at two California farmers markets and dozens of retail markets and butcher shops in Northern California. Last year, Llano Seco began marketing heirloom beans as well, with varieties including Jacob's Cattle, Black Calypso, Appaloosa, Black Turtle, Black-eyed Peas, Canario, Pinquito, Jackson Wonder, Anasazi, Baby Lima, and Cannellini beans.

Morrison & Company has had the privilege to work with Llano Seco Rancho on a business plan and feasibility study exploring new market opportunities for the rising meat business and two grant projects. In addition to being a great client to work with, Llano Seco's team makes the best bacon, making our relationship that much better!

Front page photos credited to Giacomo Tincani



Morrison Consultant Toni Scott visits with Charlie Thieriot of Llano Seco in one of Llano Seco's hog barns. Photo Credit: Matt Salvo.

GETTING TO KNOW RYAN CHEUNG



Morrison & Company welcomed Ryan Cheung as our newest full-time consultant in August, bringing our team to seven full-time professional consultants.

We've known Ryan for several years through his work at leading regional accounting firm Matson & Isom, and through his strong involvement in the local Chico community.

Ryan joined our Morrison team after seven years as a Certified Public Accountant with Matson & Isom, leaving as a manager. While at Matson & Isom, Ryan served clients in the fields of agriculture, construction, manufacturing, medicine, and law, building experience in litigation support, forensic accounting, tax accounting, and special projects. He is also a Certified Fraud Examiner.

Ryan grew up in Chico and graduated from California State University, Chico, with a degree in Business Administration, with concentrations in accounting and finance.

Ryan is active in leadership with the Chico Chamber of Commerce Young Professionals Organization, is a governor-appointed member of the Silver Dollar Fair Board, a finance committee member of the Butte Humane Society, a member of the Chico Police Department Business Support Team, and a past board member of the Chico Economic Planning Corporation. He belongs to the American Institute of Certified Public Accountants, the California Society of Certified Public Accountants, and the Association of Certified Fraud Examiners.

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Please join us in welcoming Ryan to our team! He can be reached at 530-893-4764, ext. 207, or at rcheung@morrisonco.net.



Here are a few fun things about Ryan:

Favorite activities: Spending time with my wife, Breanna, playing with our six furry friends and having game nights with friends.

Dream vacation destination: Better ask Breanna. It's hard to beat relaxing on the coast in Monterey and Fort Bragg, but one of these days we hope to make a coast-to-coast road trip, planning along the way.

On the weekends, you can usually find Ryan: Honestly – Lowe's, trying to figure out what home project to work on (and not finish), or having game nights with friends.

Favorite part of working at Morrison & Company: The people, projects, and clients. The limitless project diversity is what intrigued me; the people, clients, and their relationships are what sold me. With my time thus far, the Morrison team has only proven this more and more.

Morrison Client Corner

- Ana Klein, Chief Financial Officer at longtime client Sunsweet Growers, was honored by the Sacramento Business Journal as the 2014 CFO of the Year for large companies. In addition to the distinction, a full profile of Ana was featured in the publication. When Ana was named CFO of the grower-owned cooperative in 2004, she became the youngest CFO and the first woman to lead the company's finance department. Ana's recognition is well deserved and we congratulate her on her achievement!
- Top O' The Morn Farms celebrates their second year in business this month. The Tulare, California-based glass-bottle, home-delivery milk business has experienced tremendous success over the past two years. In addition to home delivery, Top O' The Morn's farm fresh milk is also available in Albertson's grocery stores in the California central valley and central coast, two drive-thru locations, and local farmers' markets.
- Girls with Guns clothing launched two new major product lines this fall: Mossy Oak hunting gear designed specifically for women and a GWG line of Pro Line premium quality hunting boots. GWG owners and founders Jen Adams and Norissa Harman are currently traveling the globe, shooting film (and guns) for "Universal Huntress," a television show focused on the women and their hunting expeditions that will air on the Sportsman's Channel in 2015.
- Morrison & Company was blessed to assist five clients in securing a collective \$873,914 in Value-Added Producer Grant Funding. The awards were announced in August with highlights of the successful projects including funding for Challenge Dairy Products, a California cooperative that will use the grant funds to assist with marketing costs associated with the release of their new cream cheese products. Michigan Blueberry Growers was also among the list of successful Morrison applicants, receiving grant funding to assist with processing costs of their value-added blueberries at a new processing facility in Georgia.
- Four client proposals prepared by Morrison & Company were awarded 2014 USDA Specialty Crop Block Grant Awards this month, amounting to nearly \$1.5 million in collective grant funding. Projects included marketing support to increase sales of Sonoma County wines, marketing support to increase sales of California olive oil, a promotional and marketing campaign to increase overall sales of California wine, and funding to increase the adoption of sustainable winegrowing practices in California.

Welcome New Clients



Sohnrey Family Foods



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Morrison & Company Snapshots



Morrison & Company Consultant Tim Peters and his wife Jaime welcomed their daughter Karamea Peters to the world in September. Tim and Jaime are enjoying their new role as parents, and we're excited to add another member to the Morrison family!

In August, the Morrison team attended the National Society of Accountants for Cooperatives National Conference in San Diego. In addition to learning about current industry issues, Morrison principals Brent Morrison and Geoff Chinnock served an official role at the conference, introducing key speakers.



The entire Morrison team and our families gathered for a summer BBQ in August, complete with face painting, balloon animals, and a bounce house, which the kids and the adults thoroughly enjoyed.

Morrison & Company specializes in planning and feasibility, interm/outsourcing assistance, recruitment, special projects, and grants.