



# MORRISON

## IN THIS ISSUE:



### SUMMER SNAPSHOTS

Check out what our team members and their families were up to over summer.



### TO DIY OR NOT TO DIY? THAT IS THE QUESTION

Founder Brent Morrison ponders when an organization might need outside help, and when it doesn't.



### DEBUNKING GRANT MYTHS

Morrison Principal Toni Scott tackles the common misconceptions that often keep for-profit organizations and other potential applicants from applying for grants.



### CLIENT CORNER

There is always something new going on, so get caught up with our latest industry news.



# NORTH STATE HULLING: THE RIGHT FIT FOR A NEW ERA

Working towards a common goal is the essence of a cooperatively-formed business and for more than 50 years North State Hulling has been doing just that, providing a reliable and integral service to its farmer-owners.

Formed in 1968 to provide almond hulling and shelling services to Northern California almond farmers, North State Hulling was borne out of the need for a dependable and affordable provider that could undertake the initial processing necessary to bring almonds to market — something that would be too costly for farmers to do on their own.

Almonds grow with a dry and fuzzy hull around them, similar to the fleshy portion of a peach. As almonds ripen, the hulls split open but remain attached even after harvest. Hulling is a process of removing that outer part, which can then be used for cattle feed.

The almonds we eat — the kernels — rest inside a shell. This shell also needs to be removed through a process that ensures consumers receive the highest quality almonds in their homes. Similar to hulls, almond shells can be re-purposed for other uses, including livestock bedding.

With a vision to serve its member-owners for at least another five decades, North State Hulling recently broke ground on a new state-of-the-art processing facility to hull and shell almonds, having outgrown its existing location.

The new facility will allow the cooperative to continue to process its members' current

almonds, while also increasing its capacity to serve the growing North State almond acreage that will need increased hulling and shelling capacity. The new site also allows for innovation, opening the opportunity for the cooperative to explore potential biomass energy generation and providing the flexibility for expansion into other business opportunities.



Current Facility



Planned Facility

This new vision is being stewarded through North State Hulling's General Manager, who Morrison was honored to place with the cooperative. With their previous General Manager seeking to retire, North State's

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## COVER STORY, CONTINUED



Board of Directors enlisted Morrison to help the group recruit someone who could take the helm at their company.

Morrison's relationships with the individual board members and strong experience in food and beverage processing was leveraged by our People Solution's Executive Recruiting team to find the best fit for the organization. The General Manager has now been with the company for two years and is helping the board and company to continue their strong legacy that was started five decades ago.

We are looking forward to celebrating with North State Hulling when their new facility is up and running in 2020!

