

Who We Are:

About Value Ag:

Value Ag, LLC is an economic, market and financial consulting company built around years of experience of the principle partners. We take pride in our unbiased assessment of potential business opportunities. We assess a variety of business opportunities within the agricultural sector and draw upon some of the leading experts within these various fields.

The principles and staff of Value Ag have a strong agricultural base, which combined with our agribusiness and financial knowledge, allows us to better grasp drivers within the food, fiber and fuel value chain from farm to consumer. We have international experience, and we maintain an extensive list of global contacts.

*Our mission is simple,
"To assist agricultural and rural
businesses in developing a
comprehensive strategic plan that
will enable them to make informed
decisions."*

Joe Parcell, PhD is founder and president of Value Ag, LLC. Joe, is an Associate Professor in the Department of Agricultural Economics at the University of Missouri-Columbia. He has extensive knowledge of supply and value chain issues through his research and practical experience with producer agricultural ventures.

Chris Boessen, PhD works as a project manager for Value Ag, LLC and is an Assistant Professor at the University of Missouri. Prior to joining the University, Chris worked in the agribusiness finance field, with positions in corporate finance/management, wholesale agribusiness lending and agricultural equity investing.

Jason Franken, PhD works as an agribusiness strategist for Value Ag, LLC.. His research addresses the organization of supply channels for managing risk and adding value.

Jill Fleischmann, BS serves as the Project Coordinator and Communications Director for Value Ag, LLC.

Chandra Jackson, BS serves as a Business and Financial Analyst for Value Ag, LLC.



The Value Ag, LLC project team represents the culmination of over 60 years experience in the agricultural industry. We offer various services, specializing in economic and financial analysis. We are seeking clients interested in starting, growing, or adapting their agricultural venture.

Through academia connections, Value Ag, LLC has many affiliates. These associates provide the Value Ag team with a network including many of the world's top applied scientists.

Value Ag consultants are committed to assisting clientele. We have a high success rate because we involve the client from start to finish.

Services and Benefits Provided by Value Ag, LLC:

- ◆ **Grant writing:** Experience and services available to help you develop your business with grant money. We will not accept a grant writing opportunity if we feel that concept does not have a high probability of success. We will convey our assessment to you up front and free of charge.
- ◆ **Feasibility Studies:** The ability to make an informed decision due to the information provided when Value Ag consultants provide a comprehensive, yet easy to understand assessment of your company's place in the market and financial future.
- ◆ **Business Plans:** Create your business road map when Value Ag consultants provide a comprehensive, yet easy to understand assessment of your company's place in the market and financial future.
- ◆ **Financial Projections:** Pro forma financial projections allow management to: develop forecasts, assess possible funding needs, explore the likely financial consequences of alternative funding, marketing or operational strategies.

Previous Clientele:

We take pride in knowing our clientele receives a high quality product. Most importantly, we tell the client the way it is instead of what the client wants to hear. **Some of our clientele include:**

- ◆ *Cooperative Paddlefish Ranching, Osage Catfisheries, Inc.*—Value Ag staff assisted Osage Catfisheries, Inc. in securing over \$150,000 in state and federal value added grants.
- ◆ *Specialty Protein Producers, LLC*—SPPLLC sought out Value Ag staff to conduct an economic feasibility study for their planned Nebraska location.
- ◆ *MFA Livestock*—A feasibility study was completed for MFA Livestock,, pertaining to the assessment of a coordinated beef value chain . In addition, a \$100,000 USDA grant was secured.
- ◆ *Missouri Food & Fiber*—Value Ag staff completed an economic feasibility study of a container loading facility.
- ◆ *Cedar Valley Farms, LLC (Dairy Operation)*—Value Ag recently investigated and completed a feasibility study outlining which biomass-based (manure) energy conversion technology is the most feasible for this Iowa dairy operation to adopt in an effort to reduce costs, improve environmental compliance, and add value to manure nutrients.

Use Our Expertise To Grow Your Business.

Drawing on our strengths and expertise in agribusiness, our success is a result of working closely with individuals, corporations and cooperatives to enhance our clients' knowledge of current value chain drivers.

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