

## “OPPORTUNITY ANALYSIS”: A VALUE ADDED INVESTMENT ASSESSING PROTOCOL

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As farmers across the United States decide to take part in the vertical integration of the agricultural industry and they increase the amount of resources that they allocate to investment past the farm gate they are going to need to make decisions in areas that are unfamiliar to them. The potential for inordinate amounts of opportunity costs exists in such a scenario. In Ohio and states contiguous producers will have the opportunity to join Heartland Agdeavor, an agricultural association of producer, partner, and affiliate members. One of the member benefits is the recommendation of potential investment opportunities following the conduction of an “Opportunity Analysis”. This analysis begins once an opportunity is formally presented to the association. Next the Executive Director informs the chair of the Project Taskforce of the opportunity. The chair then has the members of the taskforce evaluate the opportunity, review any available documentation, score the opportunity, and report their score to the chair. The chair compiles the scores and reports the results to the Executive Director and to the Board of Trustees. The board then decides whether or not to recommend the offer to the full membership for their personal consideration. The end result is an investment opportunity for Heartland members that has undergone some scrutiny and may be worthy of member consideration.A