

Verdant Partners Strengthens Produce Industry Capabilities

Champaign, Illinois
July 24, 2012

Verdant Partners LLC is pleased to announce its affiliation with Don Goodwin and Golden Sun Marketing of Minnetrista, Minnesota. In this new relationship, the parties will work together to advise companies within the North American fresh produce industry who wish to divest or to grow through acquisitions. Consulting and advisory services will also be available to clients in this sector.

Goodwin, owner and president of Golden Sun Marketing, is a 30-year veteran of the produce industry with direct experience in procurement, wholesale, marketing and merchandising which affords him unique insights across the fresh produce supply chain. He brings a deep knowledge of the industry where he currently works with a broad range of companies from seed to retail, providing strategic direction and actionable business plans. "I am delighted to be working with Verdant because of their rich history of representing companies across agriculture. There is currently a lot of interest in acquisitions within the produce industry from both strategic and financial buyers so this opportunity came at a perfect time," stated Goodwin.



In recent years, Goodwin has worked on assignments to build retail space for branded produce for clients such as Disney and Green Giant Fresh. Prior to launching Golden Sun Marketing, he worked for Target Corporation, where he led the development and launch of fresh produce within SuperTarget. Goodwin later served as the COO of Green Giant Fresh where he built retail and grower partnerships to expand the Green Giant brand. He began his career with retailers HEB Grocery Company and Supervalu.

In 2007, Goodwin was recognized as one of "Top 25" Leaders of Influence by The Packer, an industry publication that sponsors annual recognition of industry leaders. Goodwin is a graduate of Western Michigan University where he majored in Food Distribution.

"Don's industry experience and reputation will be a valuable addition to Verdant's professional team of advisors," said Dean V. Cavey, managing partner of Verdant Partners LLC. "Our reputation as an experience-based advisor to clients in connection to transactions and consulting assignments will be further enhanced by his 30+ years in the produce sector."

Don Goodwin can be reached at dongoodwin@verdantpartners.com, by calling 217-359-8470 or direct at 952-960-4667.

Verdant Partners provides transactional and strategic advisory services to the global crop genetics industry. Services include mergers and acquisitions, joint ventures, and strategic alliances. Since its founding in 1998, Verdant Partners has initiated and managed transactions valued in excess of U.S. \$2.0 billion. Verdant AgriBusiness Consultants provides business consulting services to a wide variety of international agribusiness clients. Services include strategic plan development and implementation, technology opportunities assessment and identification, market and industry analysis, post-merger integration plans and management, financial planning and evaluation, as well as other forms of consulting services.