

## ANNE ILSE ANDERSON

### **Business and Market Development Specialist**

#### **Stoney Point AgriCorp., Inc.**

8302 Anderson Mill Road, Suite 104  
Austin, Texas 78750

Phone: (512) 750-5111

[anneianderson@sbcglobal.net](mailto:anneianderson@sbcglobal.net)



### **Education:**

1967-1970 Baylor University; Waco, Texas

1970-1971 University of Texas; Austin, Texas  
**Bachelor of Science, 1971**

1975 University of Texas; San Antonio, Texas  
**Master of Arts in Business and Education, 1975**

### **Experience:**

#### **1995 – Present: Agriculture Business Entrepreneur; Austin, Texas.**

- Provides assistance to individuals and groups in the process of forming new companies. Broad focus is the food industry; however, particular focus is the beef industry.
- Provides assistance from project development through implementation and successful operation.
- Specific projects include the following:
  - **1995-1996:** Edited a plan for the Texas Restaurant Association Foundation to initiate industry education partnerships and move outside its traditional educational initiative. This plan is currently the U.S. model for such partnerships.
  - **1995-1996:** Served as co-consultant with Dr. H. Russell Cross to McDonald's to identify potential beef supply partners and develop a beef supply model. The project resulted in the creation of Beef Advantage Program (BAP), a partnership between McDonald's, Cargill, Friona Industries, and Capital Land and Livestock, which is a supplier to one of the top three supermarketing chains in the U.S.
  - **1996:** Worked with the partners of Resource Change, a Dallas, Texas-based group, to develop a business plan to recycle food waste from processing companies into animal food products; targeted Houston and Dallas markets.
  - **1996-1998:** Facilitated the creation of Rancher's Renaissance, a vertically integrated beef industry cooperative representing major ranchers, stockers, feed yards, and one of the big three packers. Functioned as the Chief Executive Officer through the initial phases: staffing; development and implementation of financial model; development and customization of HACCP plans for every participant; development, field testing, and installation of production protocols; targeted placement of Branded product in two divisions of a major retail chain. This Branded product is currently the private label for a major U.S. supermarket.

- **1997-2002:** Co-founded AgInfoLink Global, a food-tracking company. Responsibilities included editing its charter, participating in the development of its technology, recruitment of initial customers, identification of international partners, and opening offices in Australia, Mexico, and Argentina. Functioned as Chief Executive Officer during initial phases; chaired the committee to retain a permanent CEO and CPO; developed a customer service model; functioned as liaison between the company and the food industry to communicate the value and benefits of food tracking. AgInfoLink is currently the largest animal ID company in the U.S.
- **1999-2003:** Provided business and market development services to Supachill USA, an Australian chilling and freezing technology company. Services included identification of an initial site for research and development operations, recruitment of a university partner to validate existing technologies, development of new applications, and identification of initial customers. Provided continued services in market and business development and continuation of a partnership between the company and Texas Tech University. Today, this successful company is headquartered in New York City.
- **2000-2001:** Edited and implemented a plan to convert a Texas Hill Country ranch into a teaching ranch, including multiple integrated ranching technologies, initiation of ecotourism activities, university internships, and graduate research. This project was featured on the cover of *Texas Farms and Ranches*, and this ranch is one of the highest profile ranches in the Texas Hill Country today.
- **2001-2002:** Provided marketing and business support to Spooz, a trading information technologies company, assisting in identification of partners and marketing of their services to the livestock community. This company is headquartered in Chicago.
- **2003-Present:** Joined PMG, an agricultural consultant team involved in innovative agricultural projects in Canada. In 2004 and 2005, became their Vice President for Strategic Planning, Business Development and Operations. Assisted in seeking a joint venture partner, developing a new membership plan, developing a new strategic plan, and launching a new product into the market place (GAP). During the last three years, PMG has more than doubled their revenues and has begun paying dividends to their shareholders. Have remained a consultant and shareholder and have spoken at major conferences in Atlantic Canada, Ontario, Alberta, and British Columbia on building supply chain partnerships.
- **2005-Present:** With a Canadian partner, purchased a ranch in southeastern Saskatchewan, acquired a Canadian Outfitter License, and manage migratory waterfowl hunting initiatives each fall.
- **2005:** Facilitated the Columbus Project, an auction market project for Pardalis, an Oklahoma company with data banking software, that resulted in a successful initiative through which ranchers could sell ID'd calves through a traditional auction to downstream buyers, such as feed yards and, eventually, packers, with intact performance data then being returned to original producers. Moved under a PVP, these animals were eligible for export to Japan or other countries that require special data documentation.

- **2006-Present:** Facilitated the creation of Canadian Legacy Partners, an integrated supply chain partnership focusing on maximizing the value of “Over Thirty Month” cattle in Canada. Currently completing their 2007-2008 strategic plan and assisting in identifying potential partners and opportunities to value add.
- **2007-Present:** Became a partner in Prairie Water Fowl Hunts, one of the largest migratory bird hunting operations on the Texas coastal prairie, and assumed responsibility for business development. Increased business 30% in first year and project additional 30% growth through two hunting opportunities added in 2007-2008.

**1986 – 1995: Executive Vice President; Texas Beef Industry Council; Austin, Texas.**

- Established By-laws and Articles of Incorporation; created operating systems and Council programs.
- Oversaw Council growth from one employee to twenty-five employees in the nine years I served.

**1983 – 1986: Coordinator of National Activities (Texas); Beef Industry Council of the National Livestock and Meat Board; Chicago, Illinois.**

- Coordinated Texas activities in four categories: communication; promotion; education; and research.
- Responsible for revenue development and producer communication within Texas.

**1978 – 1983: Director of Nutrition Services; Texas Cattle Feeders Association; Amarillo, Texas.**

- Served in this organization that represents feed lots in Texas, New Mexico, and Oklahoma and works with the cattle industry that produces about 22% of the fed beef in the U.S.
- Responsible for working with three focus groups: consumers; health professionals; and thought leaders.
- Utilized personal contact, media releases, and press events to create food media / editor reliance on TCFA’s Director of Nutrition Services for valid nutrition and beef information.
- Served as secretary to the Beef Promotion Committee, researching all issues of interest to the beef industry and bringing pertinent information to the attention of the members for appropriate action, including information search and research, attendance at hearings, and preparation of comments and position statements on proposed regulation and legislation.
- Maintained contact with key individuals in Texas and Washington, D.C.
- Functioned as liaison to the Texas Department of Agriculture, area supermarket chains, CowBelles, state educators, education administrators (*i.e.*, Nutrition Education Training Program and Child Nutrition), and numerous professional and industry-related organizations.

**1977 – 1978: State Nutritionist; Texas Department of Mental Health and Mental Retardation; Austin, Texas.**

- Focused on institutional aspects of food and nutrition.

- Worked as member of five-person team to insure that all State and Federal guidelines were implemented and followed.
- Oversaw the planning, preparation, and serving of 60,000 meals per day.

**1973 – 1977: Headquarters Program Director; Dairy Council, Inc.**

- Hired as member of program office staff in 1973 and promoted in May 1975.
- Responsibilities included the following: coordinating programming activities for nineteen offices in seven states; planning and executing annual full staff conferences and quarterly regional staff conferences; staff training (new employee orientation and existing employee continuing education); authoring a self-paced, self-initiated continuing education package; chairing all inter-staff committees; developing teaching learning units; conducting marketing- and nutrition-related research; writing appropriate reports and releases; presenting papers at national meetings; editing news releases, brochures, and press symposia for newspaper editors in the seven states.

**1972 – 1973: Home Economics and Human Science Teacher; Austin Independent School District; Austin, Texas.**

- Developed a curriculum unit for classroom teaching that was adopted district-wide.

**1971 – 1972: Therapeutic Dietician; Brackenridge Hospital; San Antonio, Texas.**

- Responsible for all special and / or therapeutic diets and tube feedings prepared at the hospital.
- Developed a communication channel between staff physicians and dietary department.
- Counseled patients.
- Conducted diet clinics.

**Affiliations:**

Les Dames Escouffier

Texas and Southwestern Cattle Raisers

Independent Cattlemen's Association – Past Board Member

American National Cattle Women

Texas Cattle Women – Past Executive Board Member, Past National Committee Member

Texas Cattle Feeders Association – Past Board Member, Promotion Committee, Research Committee

National Cattlemen's Beef Association – Marketing Committee Member, International Marketing Sub-Committee Member

Beef Industry Council of the National Livestock and Meat Board – Past Board Member, Advertising Committee, Promotion Committee, Chairman of Long Range Plan Committee, National Beef Cook-off Coordinating Committee

International Livestock Congress – Board Member, Past Co-Chairman of Beef Planning Committee (1994-1995)

Agriculture Summit II Initiative – Past Communication Committee Member, Past Executive Committee Member

Rancher's Renaissance – Past Board Member

Hill Country Wine and Food Festival – Past Board Member

HACCP Alliance – Founding Member of the Initial Board of Directors

Texas Agriculture Life Leadership (TALL) – Founding Member of the Board of Directors

AgInfoLink (Global and U.S.) – Past Board Member (1996-2002)

Texas FFA Foundation – Past Board Member (1988-1992), Co-Chairman of Capital Campaign (2002-Present)

Texas State Technical Institute – Past Advisory Board Member (1985-1994)

Texas Tech University’s Dean’s Advisory Committee – 1994-1996, 2004-2007

Triumphant Love Lutheran Church – Building Committee, Personnel Committee, Strategic Planning Committee, Youth Committee

Ag in the Classroom– Past Board Member (1982-1984)

Texas Agriculture for George Bush – Committee Chairman

Texas Agriculture for Kay Bailey Hutchinson - Committee Chairman

**Awards and Achievements:**

Meat Merchandiser of the Year, 1982 (Texas Cattle Feeders)

Agribusinessman of the Year, 1988 (Professional AgWorkers of Texas Association)

Who’s Who in Food and Wine Unsung Hero Award ( *Dallas Morning News*)

Outstanding Service Award (Texas Cattle Women)

Outstanding Leadership Award (Independent Cattlemen’s Association of Texas)

Outstanding Service Award (Independent Cattlemen’s Association of Texas)