

MICHAEL ANDERSON

Market Development Specialist

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Strategic Sustainable Organic Farming Specialist with a comprehensive background in agricultural economics and sustainable market development. Expertise in analyzing market trends and developing strategies that enhance the profitability of organic farming operations. Proven success in building relationships with stakeholders across the supply chain to promote organic products. Recognized for delivering impactful presentations and training sessions that empower farmers with knowledge of market opportunities.

WORK EXPERIENCE

Market Development Specialist | Organic Trade Association

Jan 2022 – Present

- Analyzed market trends to identify opportunities for organic products.
- Developed marketing strategies to promote organic farming.
- Facilitated training sessions for farmers on market access.
- Collaborated with retailers to enhance the visibility of organic products.
- Conducted surveys to assess consumer preferences for organic goods.
- Managed partnerships with industry stakeholders to drive organic market growth.

Agricultural Economist | Sustainable Agriculture Research Institute

Jul 2019 – Dec 2021

- Conducted economic analysis of sustainable farming practices.
- Published findings on the economic benefits of organic agriculture.
- Collaborated with researchers to assess market impacts on farming.
- Facilitated workshops on agricultural economics for farmers.
- Developed reports to inform policy decisions related to organic farming.
- Engaged with agricultural stakeholders to promote sustainable practices.

SKILLS

agricultural economics

market analysis

stakeholder engagement

training facilitation

strategic planning

consumer research

EDUCATION

Master of Science in Agricultural Economics

2015 – 2019

Cornell University

ACHIEVEMENTS

- Increased organic market share by 20% through strategic initiatives.
- Published a widely-read report on the economic viability of organic farming.
- Recognized for excellence in market development by industry peers.

LANGUAGES

English

Spanish

French