

MOUNTAIN STATES OILSEEDS - SMALL COMPANY WITH A BIG IMPACT

ABOUT MOUNTAIN STATES OILSEEDS. Mountain States Oilseeds (MSO), believes solid business relationships and high-quality seeds have made the company into a leading worldwide supplier of safflower, mustard, and flax seeds. Based in the Eastern Idaho town of American Falls, MSO is a small company with big abilities developed over forty years of working with growers to establish product quality levels that meet the highest international standards for consumers and processors.

THE CHALLENGE. MSO was looking for ways to improve sales and customer loyalty and to gain a competitive market advantage. The company committed to gain and retain customers by earning globally recognized Food Safety Certifications and by identifying and targeting profitable export markets.

MEP CENTER'S ROLE. As a relatively small company in rural Idaho, MSO depends on organizations such as TechHelp, a member of the MEP National Network™, and its university, state, and private sector partners for information and services. TechHelp's Food Manufacturing Team provided food safety courses that helped MSO earn several certifications that attest to product quality and safety. TechHelp's growth team guided MSO through Export Excellence, Idaho's ExporTech Program, that helped the company identify and develop its best export opportunities. The program helped employees learn more about selling products worldwide and empowered them to execute their knowledge on the job. In addition to the United States, MSO sells products in Central and South America, Asia, and Europe.

"TechHelp and the Idaho District Export Council helped us meet our goals in the international and domestic market place for our product sales. Without their export program we would be dead in the water. With their help small business can grow and learn skills to compete with big business. TechHelp also helped us understand and address complex food safety regulations."

-William Meadows, Owner

RESULTS



1 new job, 2 retained jobs



\$1,000 in workforce practices and employee skills



Sells to the entire US and exports to Central and South America, Asia, and Europe.



New cleaning facilities increase efficiency and keep deliveries timely.



A superior rating in Food Safety has led to multiple other certifications.

CONTACT US



Boise State University
1910 University Drive
Boise, ID 83725-1656



(208)426-3767



www.techhelp.org

TECHHELP
Idaho Manufacturing Specialists