



## Jeff Counsell

**Principal | Food, Ingredients, & Nutrition  
Chicago**

### Professional Experience

Jeffrey J. Counsell has nearly 30 years of experience in corporate industrial real estate. Mr. Counsell's entire career has centered on larger industrial properties; since 2004, he has focused exclusively on food manufacturing and distribution facilities. Within this specialty, Mr. Counsell travels globally, assisting corporate occupiers and owners in the valuation, acquisition, and disposition of process-heavy and special purpose food plants and warehouses. Underpinning his expertise is a keen understanding of how efficiency, through-put, and food-safety drive occupancy and define value. Mr. Counsell is the only Advisor shepherding his clients from Walmart's emergence as a grocer, through BRC Food Safety Issue 8.

Mr. Counsell's experience includes 207 property transactions totaling over \$711,254,000 including major portfolio restructurings for TreeHouse Foods, Kerry Ingredients, Smithfield Foods, Heinz, Chiquita, Kellogg, and Hormel, just to name a few. In addition to advising corporate occupiers, Mr. Counsell testifies in property tax appeals, serving as expert or rebuttal witness in the valuation of infrastructure-heavy and complex facilities. He is also a frequent speaker and author on global food manufacturing occupancy and trends.

Lastly, Mr. Counsell has decades' experience advising agricultural cooperatives, providing valuation guidance for tax counsel, as well as selling surplus property. Past clients include Welch Foods, CoBank, The Nebraska Turkey Growers Association, Spring Wheat Bakers, the Irish Dairy Board, Shenandoah Family Farms, CHS, and the Minnesota Sugar Beet Cooperative. Generally, these transactions reflect failed attempts by growers to integrate vertically to capture the value added to the underlying commodity. Representative projects included Dakota wheat farmers building frozen bakery (McDonough, GA); turkey growers acquiring a processing facility to supply frozen turkeys (Gibbon, NE); and Shenandoah Valley dairy farmers acquiring an ice cream plant as destination for milk production (Hagerstown, MD). Undeniable were the stakes, as many of the cooperative members lost significant personal investments, recoverable only through a successful asset sale.

### Education

- The University of Wisconsin - B.A. with High Honors in Economics & English - 1984
- The University of Wisconsin Law School - Juris Doctorate - 1987

### Contact

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