HARRISON FREELAND

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Harrison Freeland serves as Specialty Asset Advisor at Peoples Company, overseeing asset monetization projects in unique and distressed cases where it is often hard to make a market.

Harrison has been involved in over $2 billion worth of agricultural transactions across the United States and Latin America in both buy and sell side roles in the past decade. He has experience sourcing large scale agricultural properties, financial modeling, negotiating, gathering and reviewing due diligence materials and agricultural portfolio management. From 2016-2020 Harrison managed water risks for permanent crop investments including leading the due diligence effort in understanding how the Sustainable Groundwater Management Act in California affects agricultural investments in the San Joaquin Valley. Harrison has also conducted numerous large scale multi-parcel farmland auctions in his career. He has managed distressed asset sales in receivership and bankruptcy in industries ranging from produce operations, dairies, row crop operations, fruit and nut operations, to enclosed agricultural operations.

Harrison graduated from Illinois Wesleyan with a BA in Business Administration with a concentration in Finance.