Market Value Added and Economic Value Added

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Market Value Added (MVA) is the difference between the current market value of a company and the original amount of capital contributed by investors. MVA = market value of stock - shareholder-supplied equity.

Economic Value Added (EVA) measures managerial effectiveness (economic profit). EVA = NOPAT - after-tax dollar cost of K for operations.

Blueberry value-added market analysis

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Abstract
Blueberry producers in Brantley county and the surrounding areas have been delivering harvested berries to Alma. This ride is expensive and an inefficient use of time. The producers wish to investigate the cost of constructing and operating their own blueberry packing shed in the area. In addition, they want to investigate the potential market for value added blueberries products. Value added products will allow the producers to utilize lower quality berries and increase the returns per acre.

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