



Canadian Farm Business
Management Council

Value Chain Management

FROM THEORY TO
REAL WORLD TACTICS

Exploring the practical
aspects of starting or joining
a value chain.



NEW IDEAS, NEW OPPORTUNITIES

This one-day workshop is your ticket to understanding and participating in value-adding, profit-adding agrifood business ventures.

Value Chain Management

REGISTER TODAY

Today's markets continue to punish bulk commodity production and reward value-added products and value-adding organizations. If there's a value chain in your future, then *Value Chain Management* is a one-day workshop you won't want to miss.

To register for the workshop, contact your local partner listed to the right.

Everyone who attends *Value Chain Management* will receive a free copy of CFBMC's *Value Chain Management* CD-ROM.



WIN A DAY OF MENTORSHIP*

BONUS: When you register for *Value Chain Management*, you'll be entered in a draw to win a one-day, on-farm consultation with a professional business consultant. It's the kind of one-on-one counsel that can make all the difference to your business.

THE WORKSHOPS

COURTENAY, BC – October 28, 2009

Contact: Jamie Eldstrom
jamie@investcomoxvalley.com
Tel: 250-334-2427 ext: 229

SASKATOON, SK – November 5, 2009

Contact: Bert Sutherland
bert@bertradio-online.com
Tel: 306-664-2378

KITCHENER, ON – March 5, 2010

Contact: Joan Brady
Joan.Brady@FoodNetOntario.ca
Tel: 1-888-537-3163

For complete workshop information,
go to www.farmcentre.com/workshops

HOW VALUE CHAINS BUILD PROFIT

Canadian farmers are accustomed to being independent operators. For many, in fact, that's a large part of the attraction of agriculture. In recent years however, events have continued to challenge the go-it-alone model. Today the best profits and most secure markets often go to those who collaborate with others to add value that customers recognize and will pay for. This business management concept is known as a value chain, and it might just hold the key to Canadian farm profitability in the 21st century.

Value Chain Management, a popular one-day national workshop program brought to you by CFBMC, has attracted more than 1,000 participants across Canada in the past few years. *Value Chain Management* is designed to share with participants the basic concepts behind value chains and explore the practical aspects of starting or joining one. If you want to capture more value from what you grow or produce, this workshop is an exceptional learning opportunity.

From theory to real-world tactics

Value Chain Management isn't about ivory-tower, academic ideas. It's about taking those ideas and applying them where you live to add value to what you grow. It's about working with processors, distributors and retailers in a spirit of mutual interest and growth. After attending *Value Chain Management*, you will understand:

- the concept of value chains
- how value chains add profit and stabilize markets
- why the best value chains outperform the rest
- the operational pitfalls that must be avoided
- how to integrate your product into a new or existing value chain

A ONE-OF-A-KIND PANEL

One of the best ways to learn about value chains is to speak with those who've made them work. As part of *Value Chain Management*, our workshop leader will chair a panel discussion involving all three links of a value chain. A grower, a CEO and a retailer will candidly share what they did, how it worked out and lessons learned along the way.





MEET YOUR WORKSHOP LEADER

Martin Gooch is one of Canada's premier authorities on the creation, operation and optimization of agriculture-related value chains. Currently Director of the Value Chain Management Centre at the George Morris Centre, he combines academic analysis with hands-on operational experience. In addition to this deep personal experience, Martin has developed close relationships with value chain innovators around the world. At CFBMC's *Value Chain Management* workshop, he shares their best practices and most valuable lessons with participants.

Value Chain Management

IDEAL FOR: PRODUCERS • INPUT SUPPLIERS • PROCESSORS • DISTRIBUTORS • FOOD SERVICE OPERATORS AND RETAILERS • SMALL RURAL ENTERPRISES • ECONOMIC DEVELOPMENT PROFESSIONALS • AGRICULTURAL ASSOCIATIONS AND MEMBERS



The Value Chain Management workshops
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