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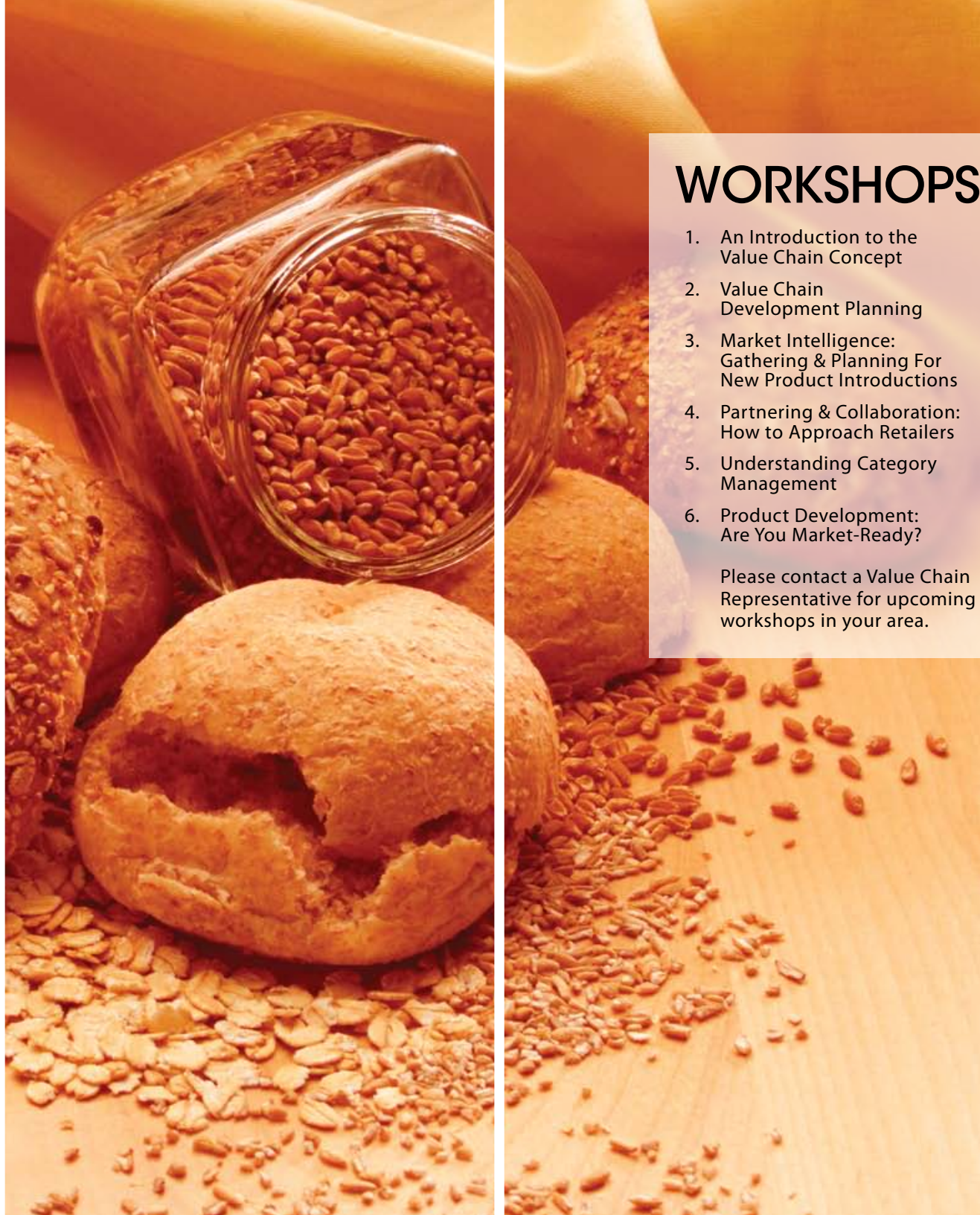
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ADVANCING CANADIAN AGRICULTURE AND AGRI-FOOD



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WORKSHOPS

1. An Introduction to the Value Chain Concept
2. Value Chain Development Planning
3. Market Intelligence: Gathering & Planning For New Product Introductions
4. Partnering & Collaboration: How to Approach Retailers
5. Understanding Category Management
6. Product Development: Are You Market-Ready?

Please contact a Value Chain Representative for upcoming workshops in your area.

**WESTERN CANADA
VALUE CHAIN
INITIATIVE**
COLLABORATE TO COMPETE

MODULE 1

An Introduction to the Value Chain Concept

The first part in a series of workshops to teach farm groups, entrepreneurs, food processors, brand managers, and business development teams in the food supply chain to identify and create successful strategies and solutions in their respective business environments. Participants will:

1. Understand Value Chains: what they are, why they make sense, the risks and rewards
2. Be able to identify the key capability developments required to succeed
3. Discover how to profit from partnerships and collaboration
4. Learn about and use practical tools to identify and develop "Win-Win Strategies"
5. Learn how to identify customers and deliver exceptional customer value

MODULE 2

Value Chain Development Planning

Module 2 is designed to support prospective and operational Value Chains by putting into practice the concepts, tools and strategies identified in Module 1. Participants will:

1. Develop a deeper understanding of the Value Chain concept
2. Exercise their planning and development skills
3. Learn about the requirements and resources required to facilitate successful development
4. Identify potential issues and explore alternative approaches
5. Develop an outline for their specific product, service, or Value Chain concept

MODULE 3

Market Intelligence: Gathering & Planning For New Product Introductions

Module 3 will teach participants how to identify market opportunities and create successful "product positioning." Participants will:

1. Learn how to develop a market intelligence profile, by determining what information is relevant to design a product and get it into a select market
2. Assess the value of using market intelligence gathering activities for a specific product category
3. Identify cost-effective means, both basic and complex, to develop market intelligence
4. Practice using the newly-learned concepts and tools to develop and plan the introduction of new products
5. Develop a market intelligence plan specific to their product

MODULE 4

Partnering & Collaboration: How to Approach Retailers

Understanding the strategic challenges facing food retailers will help participants understand how to establish partnerships with the retail and food service market. Participants will:

1. Learn to identify appropriate retailers and their salient characteristics
2. Study a profile of the current retail market environment
3. Study case examples to learn how to successfully approach retailers
4. Develop a suitable approach to a selected retailer
5. Be part of a compelling team presentation to a retailer

MODULE 5

Understanding Category Management

Module 5 will review differences in real action plans and analysis from Canada, the USA, Asia and the UK. Participants will learn about "category management" and will develop a fresh food marketing plan to present to retailers. Participants will learn:

1. Category review techniques, including product overview and store level analysis
2. Category evolution and objectives
3. Category benchmarks for monitoring performance
4. Category execution, including product and packaging examples, marketing, promotions planning, and price and margin management

MODULE 6

Product Development: Are You Market-Ready?

Module 6 is designed to ensure that those with new ideas or in the throes of developing or repositioning products or services know the steps to market readiness. Participants will:

1. Evaluate their current position in the overall product development process
2. Review project development requirements and product and market readiness checklists
3. Review typical trade arrangements and the requirements of brokers, distributors, retailers and food service suppliers
4. Learn how to maintain success and avoid failure in trade relationships
5. Learn practicalities of getting products on and off the shelf
6. Review case studies of merchandising strategies, principles and practices
7. Learn survival tactics for the fast-moving world of consumer goods

What are Value chains?

The Value Chain concept, while relatively new to the Canadian Agriculture & Food sectors, is generating interest due to proven success around the world.

A Value Chain is a market-focused, demand-driven process in which producers and/or business enterprises collaborate to develop a value-added product. Value-adding refers to the additional value created through production, services and often marketing to bring higher quality, differentiated products to the marketplace.

Value Chains allow members to be more competitive by seeking out opportunities in the marketplace, and linking production and processing requirements to meet consumer demands. By sharing their personal expertise and efforts, members also share in the rewards.

Value Chain Funding Programs

Please contact a Value Chain representative in your province for potential Value Chain Funding Programs.