



## ***MEDIA RELEASE***

### **McDONALD'S AND Wm MORRISONS FEATURED IN VIDEO CASE STUDIES OF INNOVATIVE BEEF VALUE CHAINS**

Guelph, ON (July 10, 2012) The Value Chain Management Centre (VCMC) and the Ontario Cattlemen's Association (OCA) are pleased to announce the completion and release of a case study DVD highlighting two highly innovative UK beef value chains.

A series of factors, including food safety incidents such as BSE, continuing changes in government support programs, and industry consolidation, are driving changes in how British beef is produced, processed and marketed. In many ways, this mirrors our industry here in Canada. The similarities between our beef industries, highlighted in the DVD, will help provide insight into processes and practices that the Canadian industry could use to improve its own competitiveness.

The case studies were developed to demonstrate what can be achieved through applying approaches used in other industries, including automotive, to beef production, and describe how the initiatives succeeded. They also show that sustainability and traceability are outcomes of effective value chain management, as well as the extent to which producers, processors, retailers and foodservice operators can benefit financially from the formation of closely-aligned value chains.

The first of the two chains, involving Blade Farming and McDonald's, is unique in the way that they monitor the determinants of performance and eating quality from conception to consumption, and the processes used to continually improve performance. The second case study involves the retailer Wm Morrison Supermarkets PLC (who presented at the 2012 Value Chain Innovation Forum) and the Beef Improvement Group. Excerpts of both case studies can be viewed on VCMC's YouTube channel:

<http://www.youtube.com/user/ValueChainMC?feature=mhee>.

Dan Darling, President of Ontario Cattlemen's Association, said, "I wish that I had seen these initiatives 10 years ago. They illustrate approaches that our beef industry could adopt to improve its competitiveness and profitability."

The Value Chain Management Centre is the only Canadian organization dedicated to researching value chain issues and opportunities, and assisting businesses to implement value chain initiatives. It is a subsidiary of the George Morris Centre, a national, independent, economic research institute that focuses on the agriculture and food industry.

The Ontario Cattlemen's Association (OCA) is a grassroots organization that provides leadership to cattlemen from all sectors of the industry. OCA is involved in a wide range of issues and initiatives that are important to Ontario's beef producers. These include industry sustainability, trade, animal health and care, environment and food safety. In addition, OCA works closely with other sectors of the agriculture and food industries on areas of mutual concern.

The full case studies are available by contacting the Value Chain Management Centre or the Ontario Cattlemen's Association.

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