



MEDIA RELEASE

Alliance to Support the Atlantic Region's Agricultural Innovation and Prosperity

Guelph, Ontario (September 11, 2012) The Value Chain Management Centre (VCMC) based in Guelph, Ontario and Perennia Food and Agriculture Inc., based in Nova Scotia, are proud to announce a strategic alliance to jointly deliver value chain innovation related services and support to the agricultural and agri-food industry and governments in the Atlantic region.

Perennia Food & Agriculture Inc. was formed in April 2012 to combine, align and fully harness the resources and expertise formerly housed in AgraPoint, the Atlantic BioVenture Centre and the AgriTECH Park. Their new 25,000 sq ft Innovation Centre includes a pilot plant, freezer/cooler capacity, meeting/workshop space, food product development kitchen, analytical lab and leasable space for start-up businesses to settle in, make it their own and start growing.

"Perennia is focused on innovation, from the field through to value-adding primary agricultural products in our new Innovation Centre," stated Jo Ann Fewer, Perennia CEO. "Innovation in value chain management is key to helping our clients grow their businesses and increase profits. The synergies we share with VCMC, and the great work we will be able to do together, will definitely benefit both parties and the agri-food industry in Atlantic Canada."

Value chain management is the process a company undertakes to design, produce, market and deliver products through working with customers and suppliers. Innovation within this 'chain' leads to increased efficiency, higher margins and greater profits for the company by adding value ways that would otherwise be impossible to achieve.

The VCMC is Canada's only organization dedicated to improving the profitability and competitiveness of businesses operating in the agri-food industry through championing and enabling the development of sustainable, innovative value chains. Formed in 2008 as a subsidiary of the George Morris Centre, VCMC has extensive experience in value chain research, training and consultancy.

"Our partnership with Perennia represents an exciting step in the development of the Value Chain Management Centre. We are proud to be partnering with Perennia, to provide services that will increase the profitability and sustainability of farms and agri-food businesses operating in the Atlantic region," stated Martin Gooch, Director of the Value Chain Management Centre.

Services to be delivered to agricultural and agri-food industry stakeholders operating in the Atlantic region include value chain mapping and analysis, training, mentorship, consumer research, and enabling the development of innovative business practices.

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