



MEDIA RELEASE

DEMYSTIFYING VALUE CHAIN MANAGEMENT

Guelph, ON (June 28, 2011) The Value Chain Management Centre has released a series of four video vignettes designed to demystify the topic of Value Chain Management (VCM). Developed in conjunction with ACC Farmers' Financial, the videos show industry experts and managers of commercial businesses describing what VCM means to them in practical terms, along with how they and others have benefited from the experience. The vignettes, which are freely accessible through Youtube, are taken from a series of international case studies developed in conjunction with industry partners.

Featuring business managers and industry experts from Canada, Australia and the UK, the videos explain four key factors associated with successful VCM. The most important is the need to continually focus on consumers when making business decisions, wherever you are located along the value chain. They also show how VCM enables businesses to achieve sustainable competitive advantage through innovating in line with consumers' needs and demands; and that success often relies on ensuring that your operations are effective, not just efficient. The fourth video describes how culture and attitude has limited the extent to which the agricultural and agri-food industry have been able to benefit through the application of VCM practices.

The four videos can be viewed at <http://www.youtube.com/user/ValueChainMC?feature=mhee>. The entire set of video case studies can be purchased from the Value Chain Management Centre <http://www.valuechains.ca/interactivedvd.htm>

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, Canada's independent agri-products think tank, which is dedicated to provoking informed dialogue on policies and issues and fostering excellence in the agri-products sector.

ACC Farmers' Financial is a non-profit farm organization, registered under the Ontario Agricultural and Horticultural Organization's Act. With a focus on the administration of government loan programs, financial risk services and investments, it works with individual businesses, industry and governments to identifying business solutions and resolve problems that exist within the agriculture sector.

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