



For Immediate Release

Value Chain Innovation Forum Gaining Momentum with New Speakers, Forum Partners and Release of the Discussion Paper, *Profiting from Collaboration*

VINELAND, Ontario, March 21, 2012 – Hosted by Vineland Research and Innovation Centre and the Value Chain Management Centre, the Value Chain Innovation Forum, April 3 and 4 at the Delta Meadowvale in Mississauga, Ontario is poised to foster a new approach to agri-food business in Canada.

The Forum will enable leaders from the agriculture and food industry to adopt leading edge innovative approaches to business development, and the implementation of strategic alliances from farm through to retail. Profitability, production efficiencies and market strategies are the focus.

Adding to an already dynamic program of Canadian and international business leaders are:

- Kerry Oliver, Senior Director, Six Sigma Manufacturing, Maple Leaf Foods
- Archie Wilson, General Manager, C&M Seeds
- Darcy Oliphant, Merchandising Manager, Thompsons Ltd.
- Danilo Herrera, Value Chain Specialist, Inter-American Institute for Cooperation on Agriculture

The Forum has also received encouraging support from agriculture and food organizations including the Canadian Federation of Agriculture, Ontario Produce Marketing Association, Ontario Agri-Food Technologies, Ontario Culinary Tourism Alliance, Canadian Agri-Food Policy Institute, Christian Farmers Federation of Ontario, Food & Farm Care Ontario, Excellence in Manufacturing Consortium Canada, Greater Toronto Area Agricultural Action Committee.

The recently released Forum discussion paper, [*Profiting from Collaboration*](#) is already generating dialogue with agriculture and food businesses, public policy makers and academia across the country. To take advantage of recent advancements in agri-business that will be presented at this Forum please join us on April 3 and 4. For further information and to register go to www.vcif2012.com.

This Innovation Forum is one of several Forums supported by Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs through Growing Forward, a federal-provincial-territorial initiative. Innovation Forums are designed to bring together representatives of industry, academia and government to consider opportunities and challenges facing the agri-food sector in a given area and to consider ways in which the sector can respond through innovation.

-more-

About Vineland Research and Innovation Centre

Vineland Research and Innovation Centre is an independent, not-for-profit organization that was created to be a world-class centre for horticultural science and innovation. In its capacity to enable and foster relationships with industry, academia and government, Vineland works to deliver premium product and production innovations. Vineland brings a global perspective to the Canadian horticulture industry and offers a broad range of lasting benefits to stakeholders both locally and internationally. Aligned with industry needs, Vineland's research priorities and outcomes are focused on the growth of the entire horticulture industry. Vineland is funded in part by Growing Forward, a federal-provincial-territorial initiative.

Further information:

Isabel Dopta, Director, Communications and Stakeholder Relations
Vineland Research and Innovation Centre, 905-562-0320, Ext. 791
Isabel.dopta@vinelandresearch.com, www.vinelandresearch.com

About the Value Chain Management Centre

The VCMC is Canada's only initiative dedicated to improving the profitability and competitiveness of businesses operating in the agri-food sector, through promoting and enabling the development of closely-aligned value chains. A subsidiary of the George Morris Centre, it achieves this by collaborating with Canadian and international researchers, businesses, governments and practitioners to undertake action research, share lessons learnt and identify factors impacting the performance of agri-food and agri-product value chains. The VCMC translates insights acquired through academically rigorous research and analysis into education and training initiatives, designed to increase the management expertise of businesses operating in the agri-food sector.

Further information:

Martin Gooch, Director
Value Chain Management Centre
martin@georgemorris.org | 519.822.3929 x216
www.valuechains.ca