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Dr. Martin Gooch Receives Bayer Award for “Food Chain Partnership”

Bayer celebrates 150-year anniversary by honouring Canadians’ roles in science and innovation

OAKVILLE, CANADA, May 29, 2013 — Last night, during the gala to celebrate Bayer Inc.’s 150-year anniversary, Dr. Martin Gooch, CEO of VCM International and Director of the Value Chain Management Centre (VCMC), was one of twenty-one Canadians who were recognized by Bayer Inc. for their individual contributions to science and innovation. Martin received an award for his contribution to “Food Chain Partnership.” The celebration took place at the MaRS Centre in Toronto and was attended by many prominent members of Toronto’s science and medical community.

The Canadians who were celebrated ranged from educators to research scientists, and to leaders in business and philanthropy. The “Food Chain Partnership” award reflected the initiatives fostered by the VCMC — to improve the profitability and competitiveness of businesses operating in the agri-food sector, through promoting and enabling the development of closely aligned value chains. VCMC achieves this by collaborating with Canadian and international researchers, businesses, governments, and practitioners to undertake action research, share lessons learned, and identify factors impacting the performance of agri-food and agri-product value chains.

In reaction to receiving the award, Martin said, “I was very honoured to receive the award for Food Chain Partnership, although I stress that the award represents the dedication of all of my colleagues and associates from the Value Chain Management Centre (including Nicole Marenick, Dan Laplain and Abdel Felfel) and the support received from the George Morris Centre.”

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VCM International enables businesses to compete more effectively by creating financially and environmentally sustainable value chains. Its global consulting team is located in Canada, Europe, and Australasia and comprises world leaders in experiential management training, commercial-focused environmental sustainability, and value chain innovation. Website: www.vcm-international.com

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