

Linking Research into the Value Chain

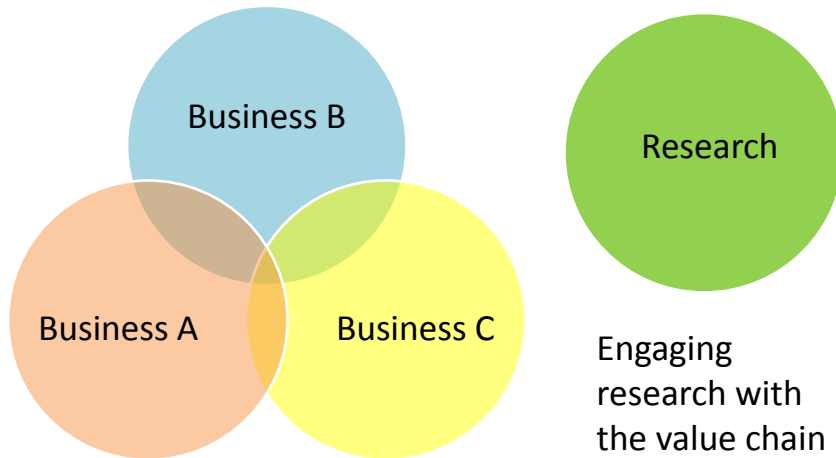
Michael Brownbridge, Research Director

Value Chain Innovation Forum, Mississauga Feb 3-4, 2012



Collaborative value chain

Value Chain Management Centre for the Canadian Agri-Food Policy Institute 2012



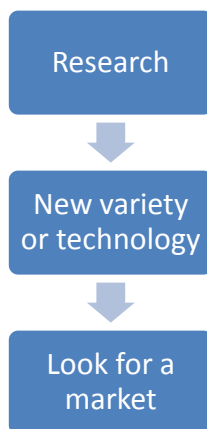
Research must:

- Answer the question
- Understand what agri-food/other businesses want
- Understand what the market wants
- Understand what producers want
- Be responsive
- Bring value

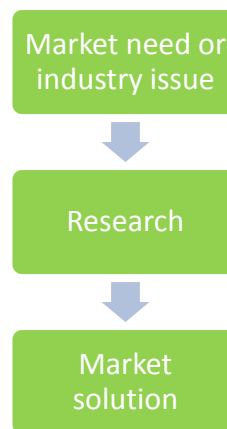


Two viewpoints

Traditional

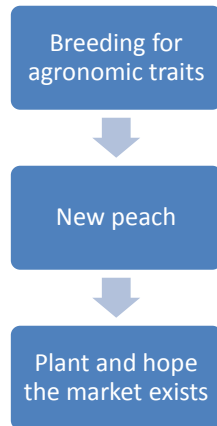


Engaged (Vineland)

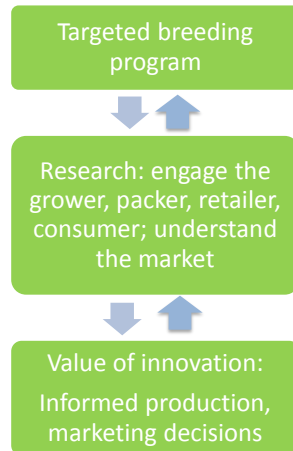


Two endpoints

Traditional



Engaged



Research to support commercialization

- Taste, colour
- Consumer acceptance
 - which segment?
- Market size, value
- Premium price?
- Production
- Maintaining quality along the value chain
- Reduce risk
 - grower
 - retailer

Innovation success more likely

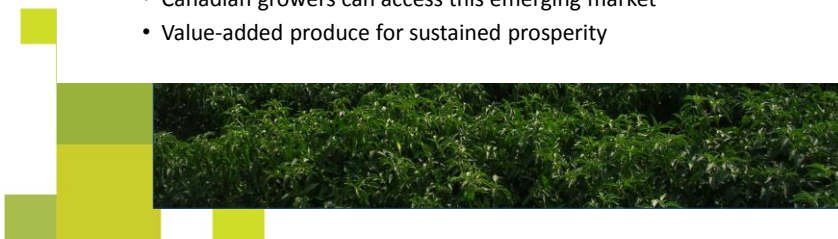


World Crops

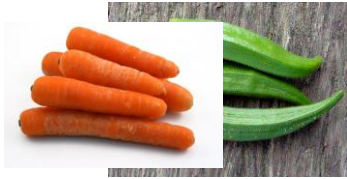
Opportunity: “People eat what they know”

Changing demographics drive the need for innovation

- Nearly 63% of the GTA population will be visible minorities by 2031
- National demographics show similar trends
- Estimated to spend \$61 million/month on fresh produce in the GTA alone
- National market is primarily served by imported produce
- Shows strong potential for growth in the future – domestic, international
- Canadian growers can access this emerging market
- Value-added produce for sustained prosperity



World Crops



New tastes
New opportunities



Challenges and opportunities

Vineland
Research and Innovation Centre

Challenges

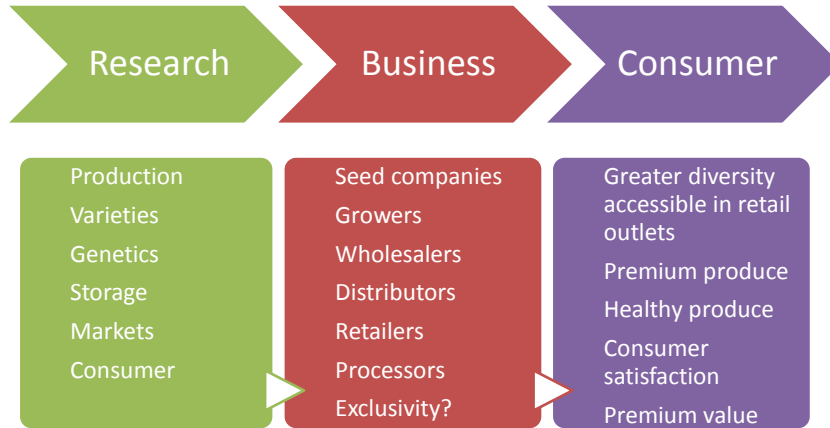
- Production and consumption statistics needed
- Limited published research on growing world crops in Canada
- Value chain awareness of Canadian production
- Routes to market undefined, many non-traditional routes may exist
- Linking producers to retailers
- Limited information/resource sharing
- 'Growing' supply to meet demand – which model?

Opportunities

- Existing domestic production is small – market value high
- Markets are undefined
 - Need to know market to understand the consumer
- Import replacement
- Export opportunities to US & other international locations
- Partake in domestic and international 'Canada Brand' initiatives
- Processing – enables 12 mo supply of Ontario produce



Engaging Value Chain Partners:



World Crops

- Engaging with the value chain partners
 - Embedded in the project
 - Collaborative approach to achieve mutually beneficial outcomes
- Connecting the value chain partners
- Needs to be a shared investment
 - A break with tradition?
 - Can bring exclusivity
- All value chain members share in the upside



Questions?

