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Increasing the Profitability of Ontario Apple Producers
Case study reveals extensive opportunities exist for Ontario's apple industry

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Being competitive and profitable increasingly relies on using objective and measurable information from along the value chain to make informed management decisions.

In conjunction with Norfolk Fruit Growers' Association (NFGA), the Value Chain Management Centre undertook a project to identify opportunities to capture greater value from the production, grading, packing, marketing, and retailing of Ontario apples. NFGA is applying the resulting insights to help Ontario apple growers increase their long-term competitiveness and profitability.

The study showed how information and traceability systems enable informed management decisions, leading to increased revenue for producers, and enable producers, packers and retailers to reduce costs in ways that would not otherwise be possible. Tom O'Neill, General Manager of Norfolk Fruit Growers, stated, "There is a wealth of information collected along the value chain, and putting that information to better use will help producers and shippers better serve the marketplace with the appropriate products."

A copy of the full case study can be accessed [here](#) or by contacting Tom O'Neill or Martin Gooch (information below).

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Investment in this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In Ontario, this program is delivered by the Agricultural Adaptation Council.



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NORFOLK FRUIT GROWERS' ASSOCIATION

The Norfolk Fruit Growers' Association (NFGA) is a co-operative organization of fruit growers that grow, store, pack and market apples for members and other growers. Its member-growers represent 1100 acres of orchard and account for almost 12% of all the apples produced by Ontario's 225 commercial growers. Established in Simcoe in 1906, NFGA's functions are to continuously improve and maintain the quality and quantity of fruit and to create a more uniform system of packing, storing and marketing fruit on behalf of our member-growers. Members are provided with field containers and other orchard supplies as well as technical information services to ensure a quality product and consistency at every step of production.

VALUE CHAIN MANAGEMENT CENTRE

Value Chain Management Centre is a division of Value Chain Management International (VCMI). VCMI is dedicated to helping businesses, primarily in the agricultural and food industry, to enhance their long-term profitability and environmental sustainability. The company achieves this by enabling businesses to develop close consumer-focused relationships with customers and suppliers, which provides them with the ability to adapt to changing market conditions and mitigate risks more effectively than if working unilaterally.

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